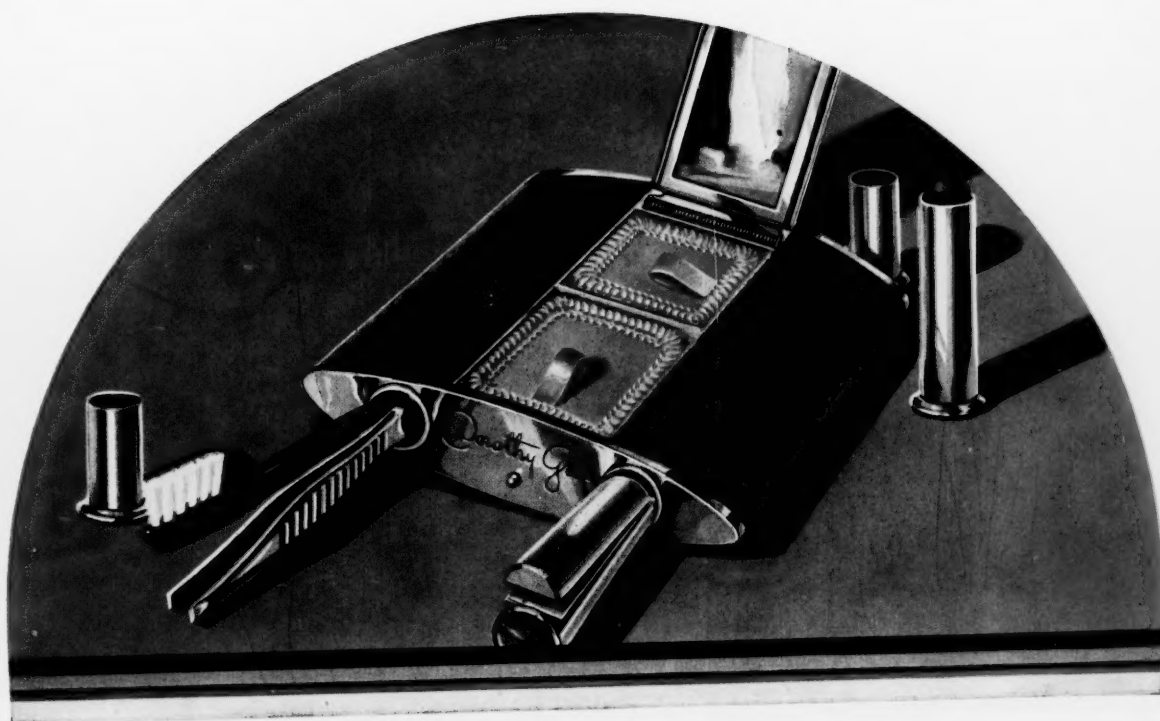


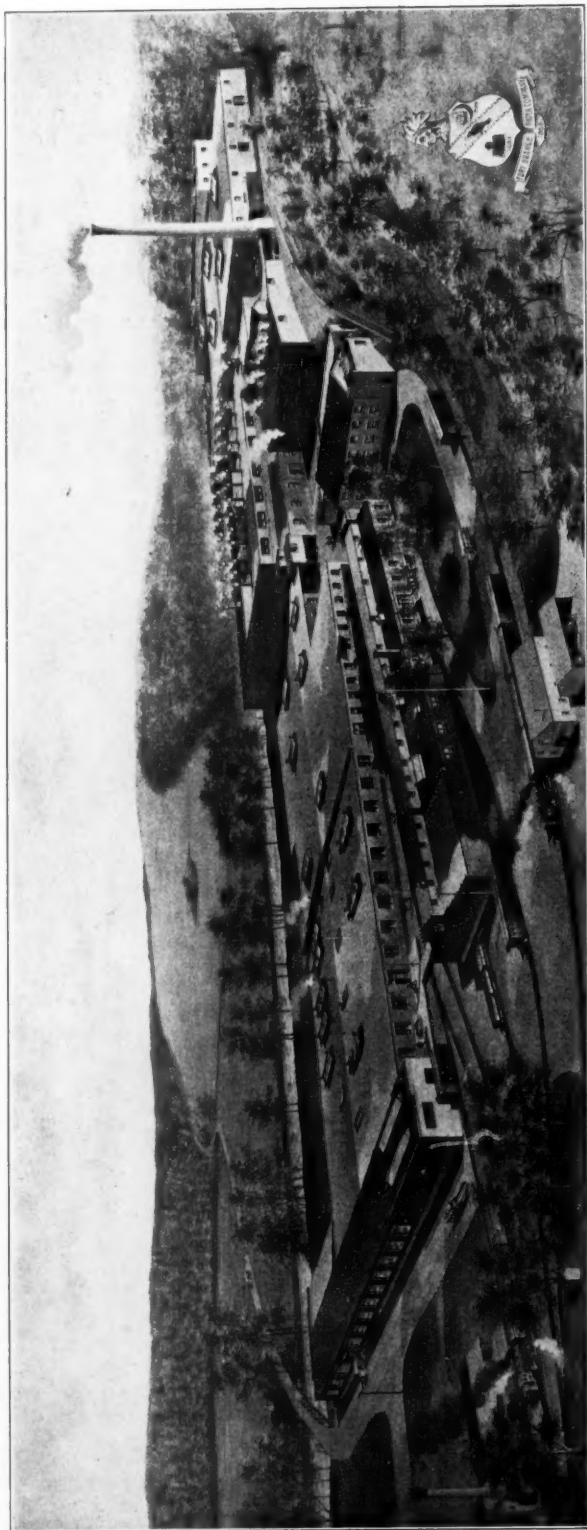
MODERN PACKAGING



Vol. 1, No. 11

New York

July, 1928



FORT ORANGE PAPER COMPANY

CASTLETON ON HUDSON, NEW YORK

ONE of the three largest plants in the world devoted exclusively to the manufacture of Folding Paper Cartons, embracing the entire process of manufacture from the making of the board to the finished carton. Situated in the Capital District of New York State, with shipping facilities of the New York Central's noted "Water Level Route" or export the World over by the "Deeper Hudson."

Capacity 3 Millions Daily

Established 1858

PROPER PACKAGING PAYS

THE outstanding preference enjoyed by properly packaged food products indicates that present-day merchandising demands that more than ordinary attention be given to the wrapper.

Your product must be prepared to withstand varying climatic conditions as well as the strictest sanitation laws. In order to do this, the paper must be right.

No matter what your packaging problem may be, our fully equipped laboratory in the hands of experts is at your service. Let them find the wrapper best suited for your particular product.

KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO, MICHIGAN

MODERN PACKAGING

For the Service of those Industries where
Packaging is a Factor

VOLUME 1	JULY, 1928	No. 11
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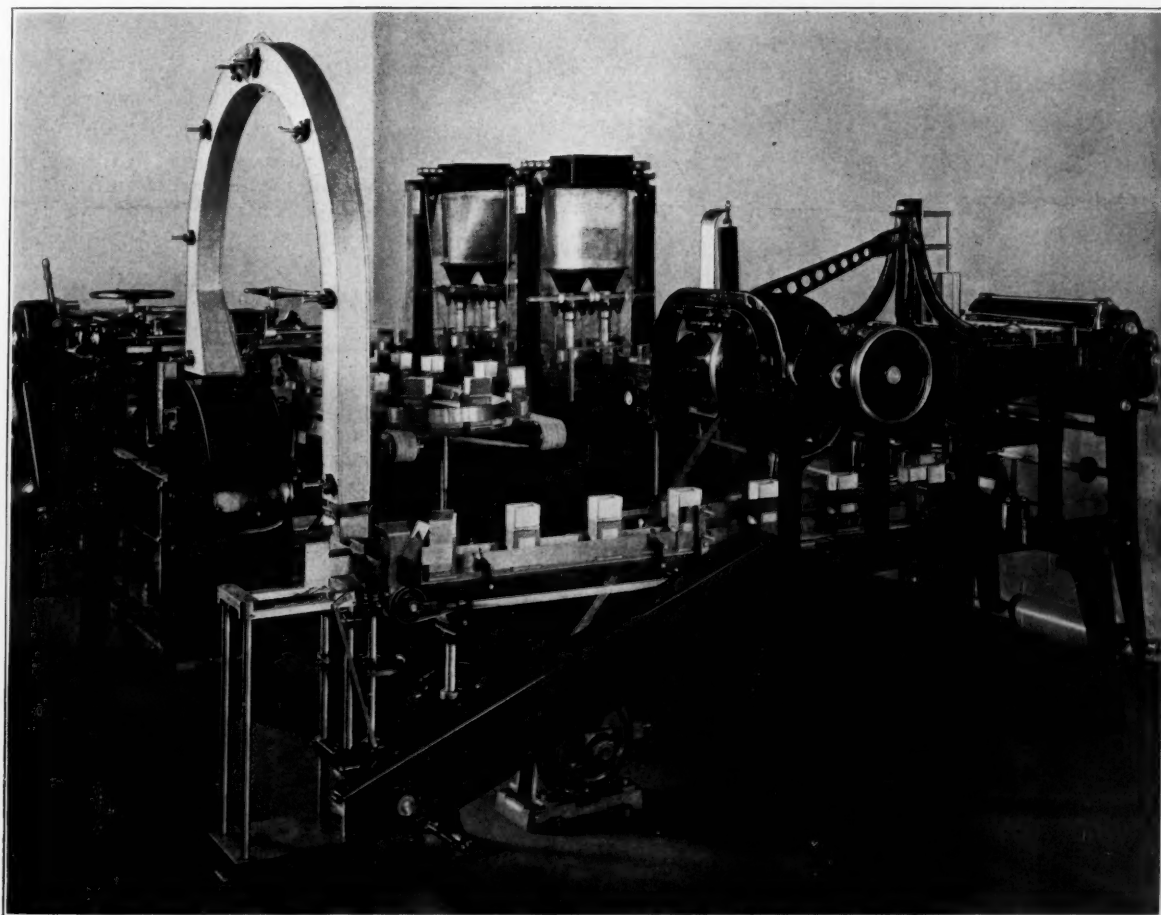
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“NATIONAL”

PACKAGING MACHINERY

feeds, forms & dates, lines, weighs & fills, seals, wraps & hermetically seals cartons

Fills Bags; Packs Cans; Cartons Bottles; Forms Paper Boxes, Tapered
Pails, Display Containers, Etc.



THIS CHICAGO, ILL., INSTALLATION IS ONE OF MANY
optional combinations of our standardized, interchangeable units.

Capacity up to 30 packages per minute.
Floor space less than 13 by 26 feet.

Only one operator required.
Easily adjustable to several sizes.

Send for certified operating and maintenance costs.

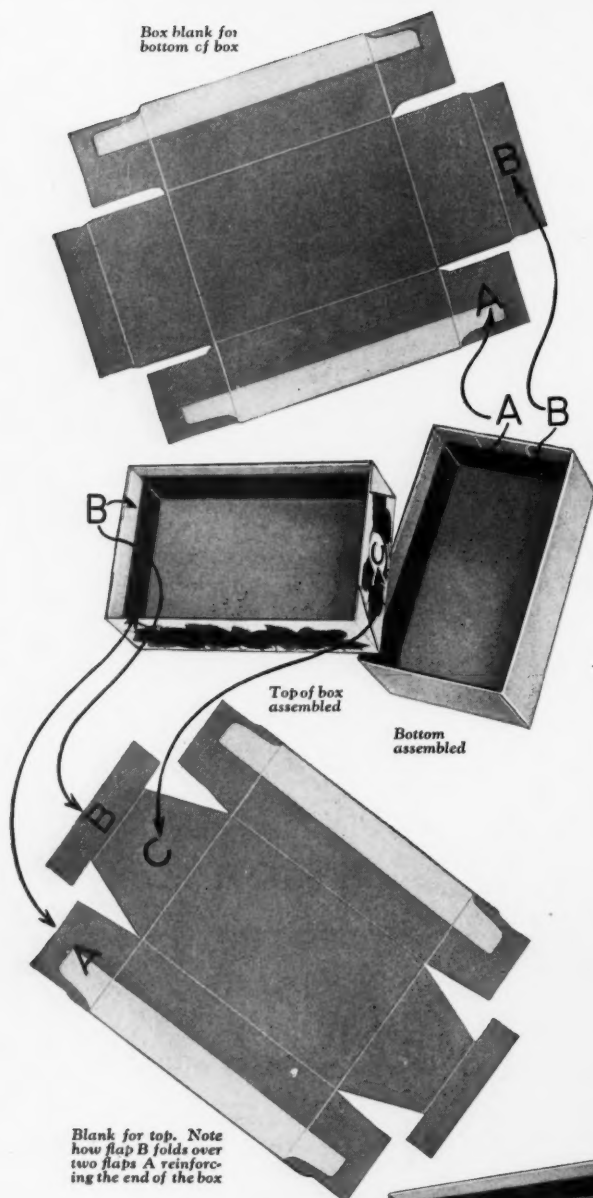
NATIONAL PACKAGING MACHINERY CO.

Manufacturers

181 GREEN STREET, JAMAICA PLAIN, BOSTON, MASS.

Consolidated's Obaco Box

Box blank for
bottom of box



Blank for top. Note
how flap B folds over
two flaps A reinforcing
the end of the box

One end of box assem-
bled—the other end
ready to fold. Note full
floating corner con-
struction

CONSOLIDATED'S Obaco Box have a number of advantages for you over the Setup Box.

They are shipped to you flat in fibre or corrugated boxes—you assemble them in your own plant—just as you need them—on a very simple machine that anyone can operate.

The ends are triple or quadruple strength—sides can be double or triple strength as desired—corners are made quadruple strength with full floating tab.

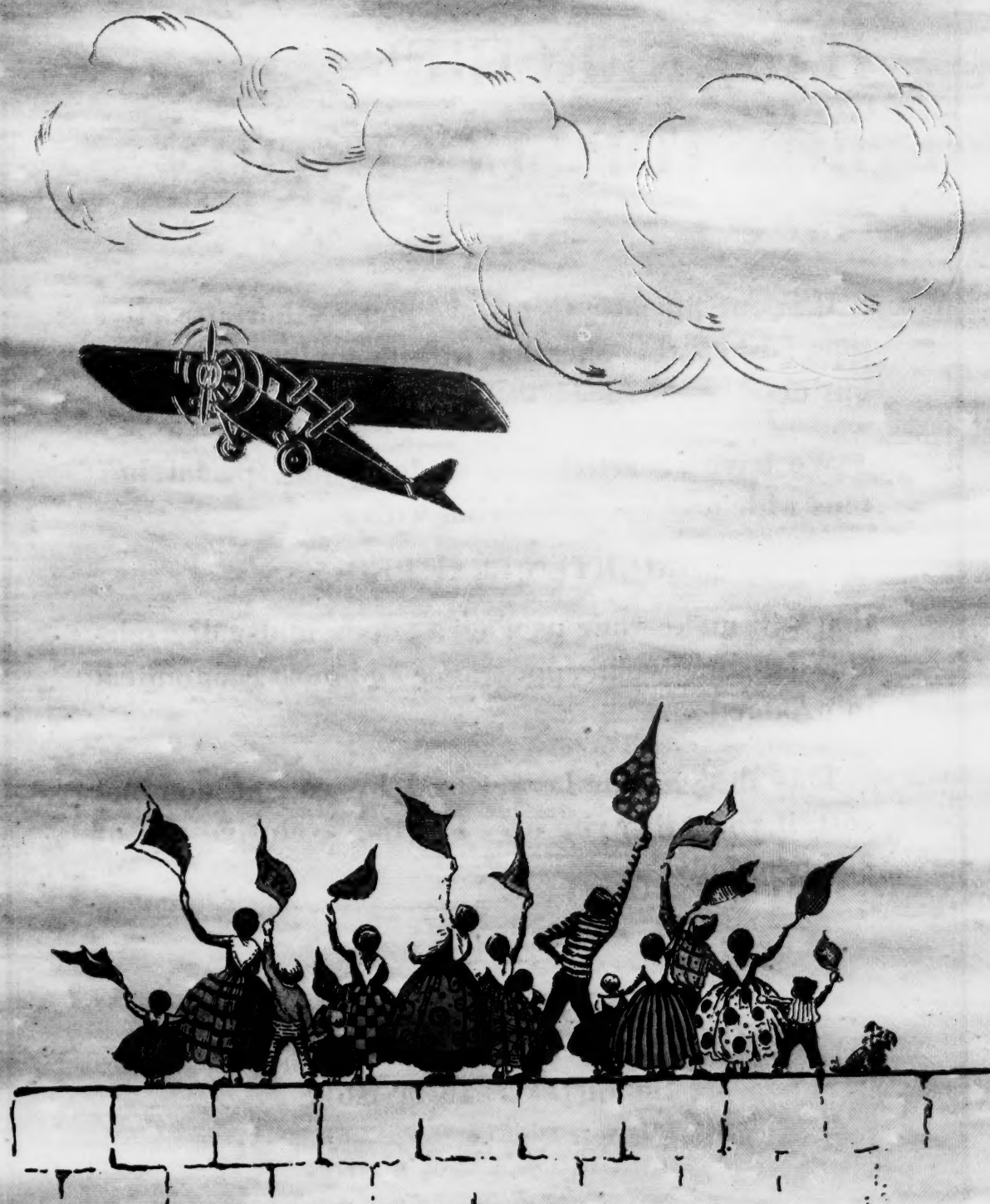
It is stronger and better than a setup box because the box is not weakened at the score—the board is creased, not cut scored.

You save in the cost of your boxes and in storage space.

An opportunity to present our proposition to you will be appreciated.

CONSOLIDATED PAPER COMPANY
MONROE, MICHIGAN





NOVELTY

HANDKERCHIEFS

HANDKERCHIEF BOX TOP SUGGESTION

It is our purpose to feature many other attractive tops, besides this one, that will be applicable to your business.

We have an artist who is designing special box tops which we are producing with the

BRIGHTEN LEAF PROCESS

that will make your packaged goods unusually saleable—distinctive in appearance and most economical in production.

This design can be secured by you at nominal cost, if you will write us. For the exclusive use of one firm only.

THE H. GRIFFIN & SONS CO.

BRIGHTEN LEAF DIVISION

**75-77 DUANE STREET, NEW YORK, N. Y.
CHICAGO P TON**

**Prepared by Service Department
MODERN PACKAGING**

**Paper manufactured by
Pinco Papers, Camden, N. J.**



CANCO KEY COLLAR CAN

What's new — and worth using?

THE consumer is king. Sales depend on how you study and serve his convenience, in opening and using your containers; his protection, in the delivery of the contents in prime condition; his interest, in the display value of the package.

Many a successful package has been born within the Canco organization. Many another has been perfected by Canco skill from outside suggestions, to the benefit of both sides.

The main thing is to produce in quantity the *right* container for every marketing requirement. Five Canco contributions to better packaging are pictured here. These illustrate also something of the breadth of Canco manufacture, which extends from pill boxes to 5 gallon steel drums and even to heavy galvanized ash cans.

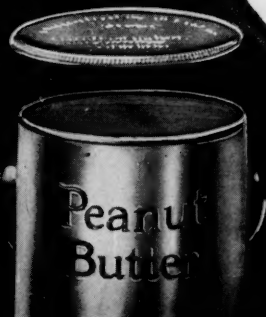
If you have an idea for a better package—bring it here. If you need one in your business—bring your need here. On either errand, you will find Canco men interested and helpful and fair.

AMERICAN CAN COMPANY

CONTAINERS OF TIN PLATE - BLACK IRON - GALVANIZED IRON - FIBRE
METAL SIGNS AND  DISPLAY FIXTURES

NEW YORK CHICAGO SAN FRANCISCO

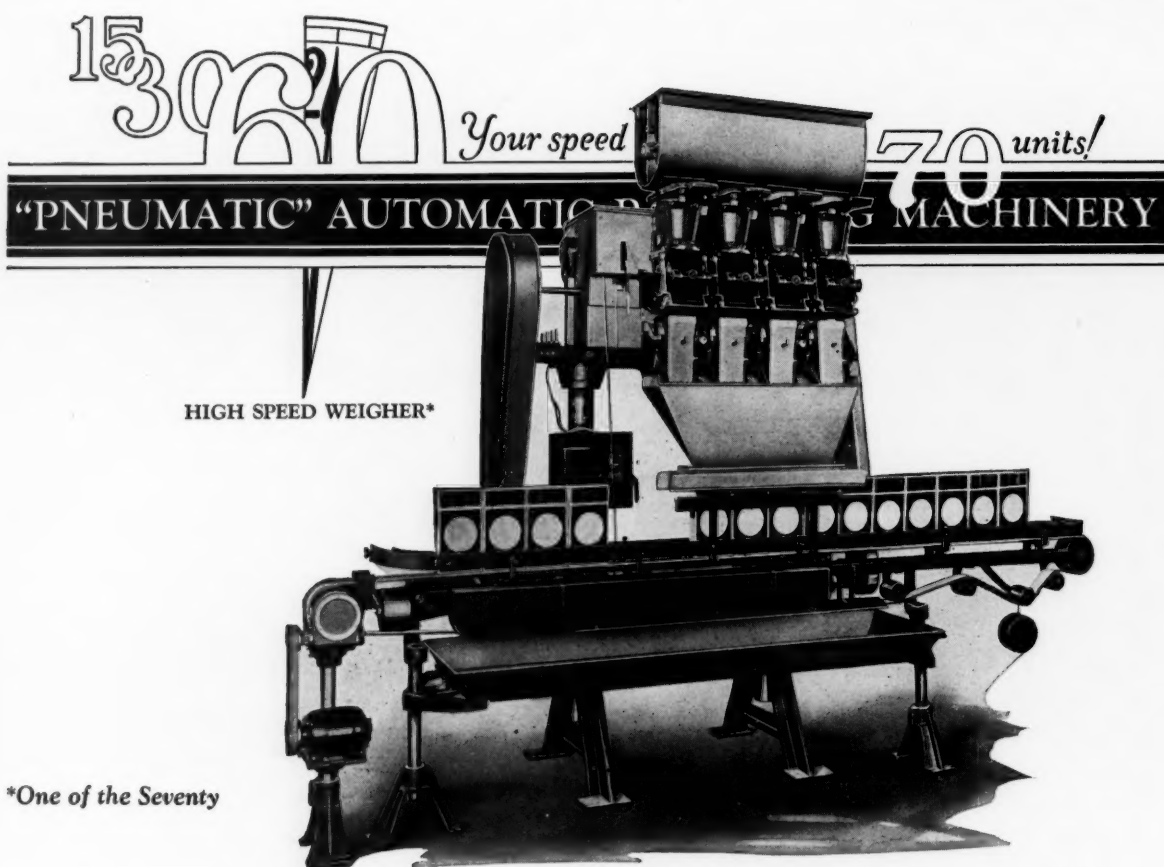
CANCO RING SEAL

Peanut
Butter

Coffee

CANCO INTERRUPTED THREAD

CANCO LEAKTITE



Speed of at least 60 per minute on this New Straight Line Multiple Feed Net Weighing and Filling Machine

ONE ADVANTAGE in this design is the multiple feed head. In the illustration four units are shown, and each unit functions at a moderate, steady pace. This insures efficient operation and accuracy in weights at all times.

Handles any dry, free-flowing material. Receives from our High Speed Bottom Sealer or Carton Liner and delivers to our High Speed Top Sealer.

Send us your filled packages for study and let us review your packaging system with

you. No charge of course; it might lead to ultimate savings. *Come to Headquarters.*

Among the Many Users of Pneumatic Automatic Packaging Machinery

Great Atlantic & Pacific Tea Co., New York City
Kellogg Company, Battle Creek, Michigan
California & Hawaiian Sugar Ref. Co.,
San Francisco

Oakite Products, Inc., New York City
Colgate & Company, Jersey City, N. J., and
Jeffersonville, Ind.

Thos. J. Lipton, Inc., Hoboken, N. J.
Los Angeles Soap Company, Los Angeles, Cal.
Procter & Gamble Company, Cincinnati, Ohio
Wm. Waltke & Company, St. Louis, Missouri
Spillers Industries, Limited, Waterloo, England

PNEUMATIC SCALE CORP., Ltd., NORFOLK DOWNS, MASS.

U. S. A.

NEW YORK CITY
26 Cortlandt Street

SAN FRANCISCO
320 Market Street

CHICAGO
360 N. Michigan Ave.

MELBOURNE
N. S. W.



LONDON,
ENGLAND



Paterson *Genuine* Vegetable Parchment

EVERY PACKER of fresh food in any form should know about Paterson Genuine Vegetable Parchment. It is the safest, surest, most effective, most sanitary wrapper that science has ever created for keeping fresh food *fresh*.

Genuine Vegetable Parchment is moisture proof, grease proof, dust proof, tasteless and odorless. It is the ideal wrapper for making an attractive, appetizing package.

Today, thousands of producers are bringing new life to their sales by adopting wrappers of Paterson Genuine Vegetable Parchment . . . each sheet printed in brilliant fast-color inks with the packer's own trade marked brand.

The Paterson Parchment Paper Company

Original Makers of Genuine Vegetable Parchment
PASSAIC, NEW JERSEY

Chicago

San Francisco

You are cordially invited to write to us for suggestions as to new ideas for wrappers and labels. Our Sales Promotion Department is organized to serve you in just that way, entirely of course at our expense.

The
Paterson
Parchment
Paper Company,
Passaic, N. J.

MP 7-8

I am interested in Paterson Genuine Vegetable Parchment for wrapping green produce. Please send sample sheets—free—for trial.

Mail this coupon for free sample sheets.

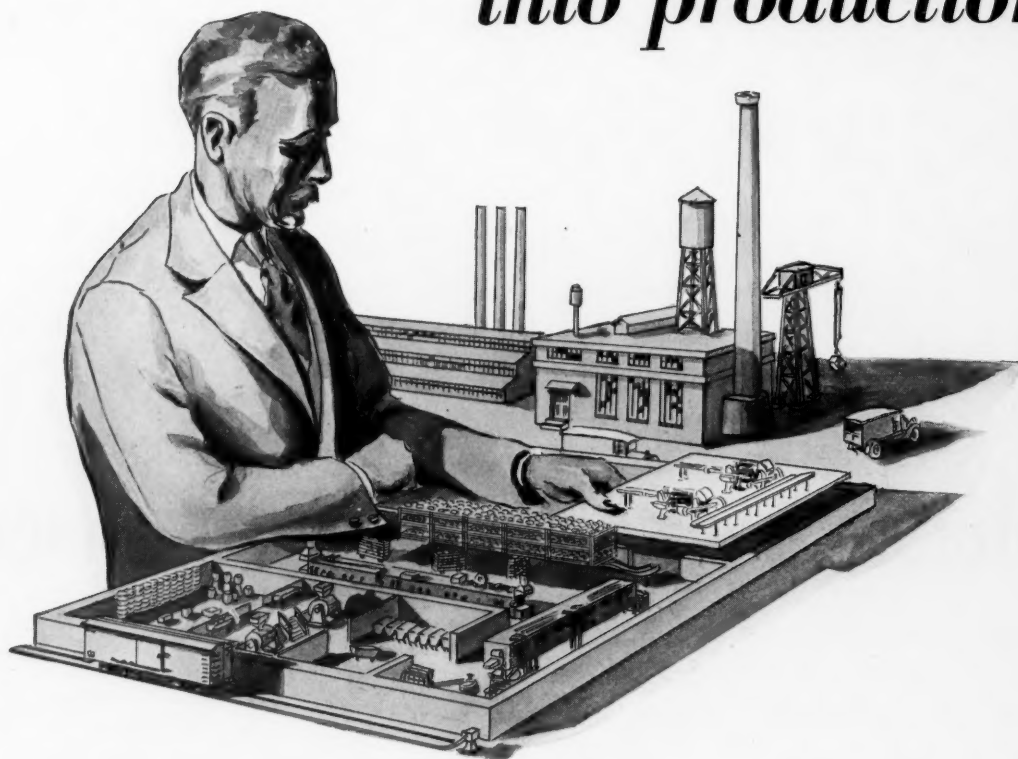
Name.....

Address.....

City.....State.....

Name of product to be wrapped.....

Fitting Wrapping . . . into production



THIS is a very real problem, and it should be accorded the attention it deserves. For haphazard methods and equipment in the wrapping department will sooner or later throw the most carefully planned production schedules out of gear.

By its very nature, wrapping is not easily adapted to standardization. Yet, unless the one best method for any given case is found and standardized, costs of time and labor and materials and delays will be excessive.

Automatic Machinery
for Feeding, Filling, Weighing, Packaging, Wrapping, Sealing, Photo-Composing, and for all branches of Tobacco manufacture. Also India, the Perfected Casein Solid.

A quarter of a century of international experience, a reputation based on successful installations in plants manufacturing many of the world's best known packaged products—these are the factors AMF engineers will gladly bring to the study of *your* problems.

Let AMF advise you how to make wrapping synchronize perfectly with production. A letter will bring a staff man at once. American Machine & Foundry Co., 5502-5524 Second Avenue, Brooklyn, New York.

AUTOMATIC MACHINERY



Advocating
The CONTINENTAL VOGUE
for
CHRISTMAS 1928

New Specialty Papers by Dejonge aptly reflect the Continental conception of Christmas decoration.

The designs are entirely new and unusual. Their use for boxes of all kinds, fancy wraps, and packages will stimulate the sale of merchandise everywhere.

Dejonge Sample Book Number 215 shows these beautiful papers in several attractive embossed designs. You may have it on request.



LOUIS DEJONGE & CO.
NEW YORK CHICAGO PHILADELPHIA



CHICAGO, ILL.

Paper Boxes Fibre Cans Mailing Tubes

Established 1866

Incorporated 1893

W. C. RITCHIE and COMPANY

831 West Van Buren Street

Chicago

L. H. BRODRICK
New York City

SAM O. RAUH
Cincinnati, Ohio

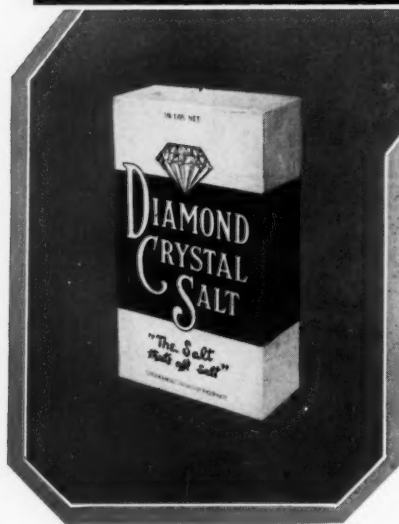
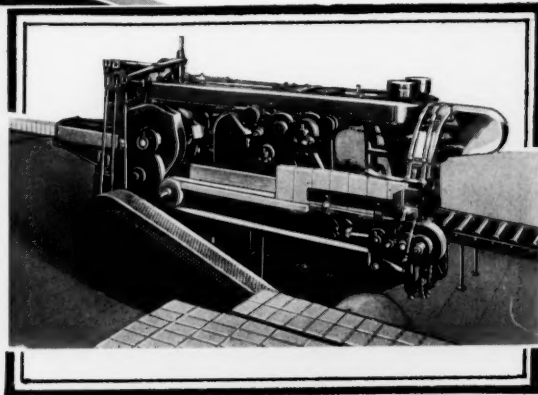
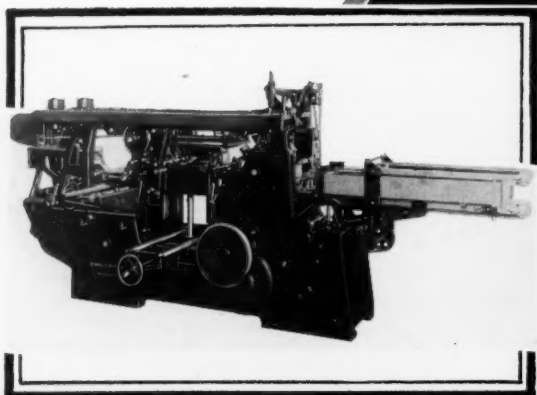
J. J. RUSHIN
Atlanta, Ga.

STRIEBY and BARTON
Hollywood, Calif.



SOUTH CHICAGO, ILL.





National advertisers who are producing "Tight-Wrapped" packages by Stokes & Smith machinery:

Ohio Salt Company
Diamond Crystal Salt Company
Mulkey Salt Company
Kerr-Remington Salt Company
Worcester Salt Company

PREFERRED by SALT PACKERS

The lowly cotton bag for salt is a thing of the past.

Packaging salt and putting it on a par with other products on the retailer's shelf—giving it the attention it deserves has been the goal of the Salt Industry.

Now, the final note in progress has been achieved—the merchandising of this necessary factor of human existence, in "tight-wrapped" packages by S & S Package Wrapping Machinery is here—production entirely automatic, clean, attractive packages with larger advertising space and increased profits.

"Tight-wrapped" packages are builders of good will.

Producing automatic machinery for
FILLING — SEALING — TIGHTWRAPPING

Write to us for complete information

STOKES & SMITH COMPANY

PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE—23 GOSWELL RD.

**MOISTUREPROOF
GREASEPROOF
AND
WINDOW
CARTONS**



**We are Specialists in Designing Cartons of
any nature where Moisture Proofing,
Grease Proofing or Both are Required.
Let Us Solve Your Package Problems.**

MORRIS PAPER MILLS

General Office, 111 West Washington St., Chicago, Ill.

THE ROSE DISPLAY BOX REACHES THE COUNTER



**A Combination Carrier and Tilted
Display Box - - Double Strength
When Closed - A Glaring Display
When Open - Its Simplicity Forces
it to a Preferred Counter Position**

ROSE DISPLAY BOX CO.

General Offices, 111 West Washington St., Chicago, Ill.
Eastern Office, 1217 Race St., Philadelphia, Pa.

Fishing for Greater Sales with Cellophane



THE Gorton-Pew Fisheries Company found a way to increase sales of their well-known "Smokees" when they marketed a new unit in Cellophane.

In this sparkling, transparent wrap they made up an attractive, convenient package that appealed to both dealers and consumers. The item was made a real branded specialty instead of just "fish" and the Gorton

trade mark was carried into the home.

Every day the use of Cellophane is increasing, as makers of cigars, textiles, foodstuffs, and hundreds of items use this 100% transparent material to give their product increased sales appeal.

Consider Cellophane to speed up sales for some product of yours or your clients'. Descriptive booklet and samples on request.

DU PONT CELLOPHANE CO., Inc.

Sales Offices: 2 Park Avenue, New York City

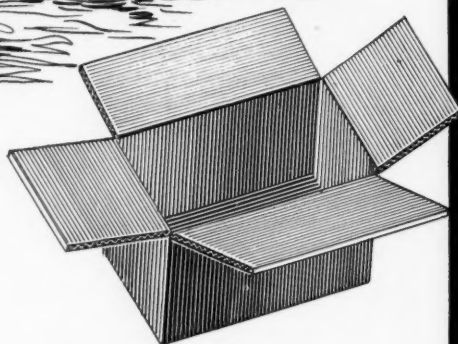
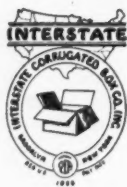
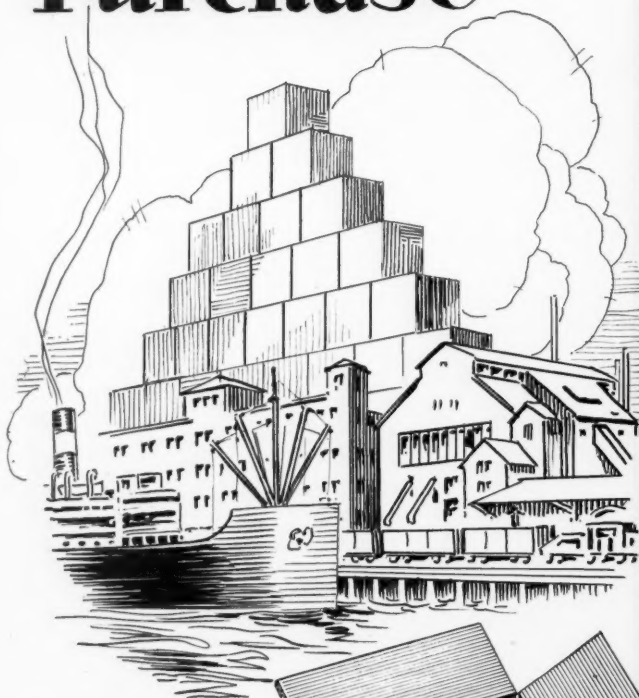
Canadian Agents: WM. B. STEWART & SONS, Limited, Toronto, Canada



Cellophane is the registered trade mark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product).

Cellophane

Profitable Purchase



INTERSTATE CORRUGATED BOX COMPANY, INC.

FACTORY AND GENERAL OFFICES
FRONT AND MAIN STREETS
BROOKLYN, NEW YORK

Branches: BALTIMORE, MD.—PHILADELPHIA, PA.

INTERSTATE CORRUGATED—
A BUY-WORD FOR SAFETY IN
SHIPPING

Builders of Good-Will

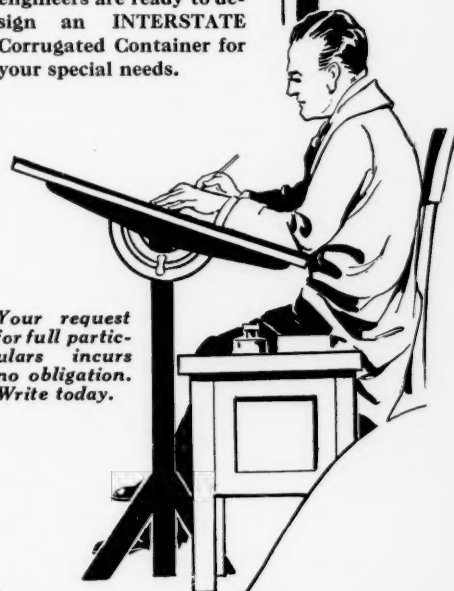
INTERSTATE Corrugated Containers are builders of good-will. They convey to customers your wholesome respect for their continued patronage.

They eliminate the possibility of damaged goods at point of delivery and avoid the possibility of annoying complaints, loss of time and money, damage suits against "carriers" and the ill-will of customers.

The national demand for INTERSTATE Corrugated Containers has been so great that we were compelled to increase our manufacturing facilities, recently, 66%. Purchasing Agents, everywhere, are placing orders for these super-strength shipping containers. They are finding them a profitable purchase.

Write...now...before you turn this page...for full particulars. Our skilled engineers are ready to design an INTERSTATE Corrugated Container for your special needs.

*Your request
for full partic-
ulars incurs
no obligation.
Write today.*



**You can buy cheaper papers
than Pinco offers.**

You cannot buy better.

You can make your package with a confidence that it will look as fresh and bright in six months or a year, as it does today. You can ship it from coast to coast and back again without slip-sheeting to protect each package.

Pinco Papers are built to wear as they look. If you like them you may use them with absolute assurance.

Because of this quality we have those who tell us that *they cannot buy cheaper papers*. There are many others whom we sell whose reputation demands that everything be of the best. There are still others who have learned that only cheap papers are expensive.

Why not send for samples? Your opinion is the only one that counts!

PINCO PAPERS

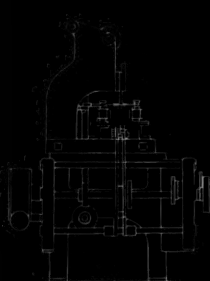
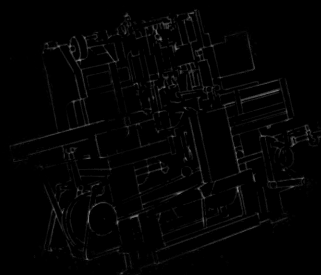
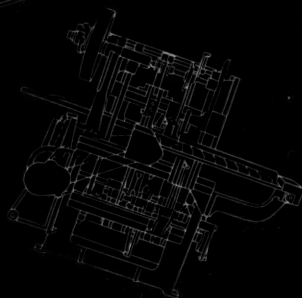
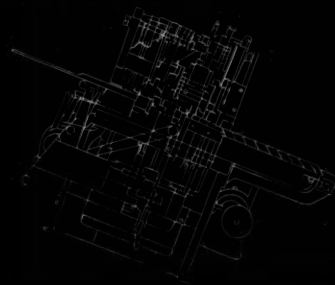
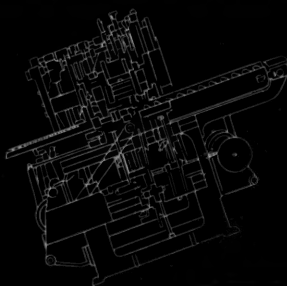
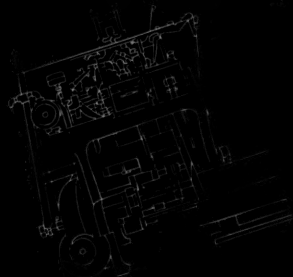
INCORPORATED

CAMDEN, N. J.

1566 Conway Building---Chicago, Illinois

COMBINATIONS OF PNEUMATIC & AUTOMATIC DEVICES & MACHINES

AUTOMATIC MACHINERY
JONES INSERTING and
CARTONING MACHINES
SOAP PRESSES



IT IS
SIGNIFICANT
THAT AMONG USERS OF
JONES
INSERTING-CARTONING MACHINES

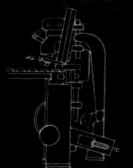
ARE:

National Biscuit Co.
Standard Oil Co.
Parke, Davis & Co.
Lorillard Tobacco Co.
The Pepsodent Co.
Pepsin Syrup Co.
The Bayer Co.
Ex-Lax Co.
Lambert Pharmacal Co.
Procter & Gamble Co.
Chamberlain Medicine Co.
Iodent Chemical Co.
L. E. Waterman Co.
O'Cedar Corporation
The Scholl Mfg. Co.
American Crayon Co.
Libby, McNeill & Libby
J. B. Williams Co.
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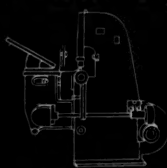
Gillette Safety Razor Co.
Lever Bros.
Eastman Kodak Co.
The Mentholatum Co.
E. S. Squibb & Sons
Bristol-Myers Co.
Colgate & Co.
La France Co.
Black Flag Co.
Swift & Co.
Barbasol Co.
Carter's Ink Co.
Dr. D. Jayne & Son
Newskin Co.
Mennen Co.
Ward Baking Co.
H. J. Heinz Co.
The Palmolive Co.
B. F. Goodrich Co.
E. C. DeWitt & Co.
Cutex Co.
Gold Dust Corporation

Our machines in use in Australia, Japan, Sweden,
England and Scotland

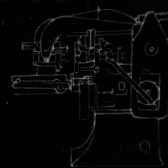
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SMALL TOILET PRESS



PIN DIE PRESS



STANDARD LAUNDRY
AND TOILET PRESS

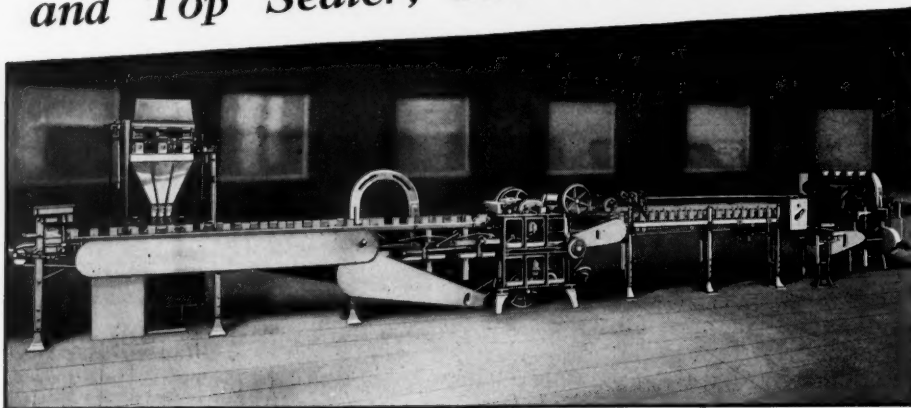
R. A. JONES & COMPANY

Incorporated

P. O. Box 485

CINCINNATI, OHIO

JOHNSON Net Weight Scale, Bottom and Top Sealer, and Wax Wrapper



POINT 6 Progressive Straight Line yet Flexible Packaging!

THE 10 POINT Line

- 1** Fitted to Your Plant Requirements!
- 2** All Parts Made in Our Own Plant
- 3** Modern Design, and Constantly Kept So!
- 4** Same Day Shipment of Your Parts Orders
- 5** Speed with Accuracy, Safety and Efficiency
- 6** Progressive Straight Line yet Flexible Packaging!
- 7**
- 8**
- 9**
- 10**

UNITS of JOHNSON Automatic Packaging Machinery are so designed and built that they may be used in combination with other JOHNSON units for progressive or straight line packaging. This combination of units is graphically illustrated above.

This plan provides for rational organization and expansion as needed, while allowing great flexibility in the use of few or many JOHNSON Units.

Free Advisory Service

Call in a trained JOHNSON Sales Engineer. He will bring a wide experience gained from a long list of successful installations. He will apply the entire facilities of our organization to your specific packaging problem. No obligation or commitment on your part to buy.

Catalog and Bulletins gladly mailed at your request

JOHNSON AUTOMATIC SEALER CO., Ltd.
Battle Creek, Mich., U. S. A.

30 Church St., New York City 228 No. La Salle St., Chicago, Ill.

JOHNSON

AUTOMATIC PACKAGING MACHINERY

Manufacturers of Complete Packaging Units—Net Weight Scales; Gross Weight Scales; Bottom and Top Sealing and Lining Machines (with or without Automatic Carton Feeders); Wax Wrappers and Glassine Wrappers.

USE BLISS BOXES

for Strength—for Lightness and for Greater Shipping Economy

If you could handle and test the Bliss Boxes, five things would impress you:

- 1—**BLISS BOXES** save money on the price paid the container supplier because the weight of the box governs its price, and
- 2—**BLISS BOXES** are lighter than any other type, because weight depends on area of board used, and
- 3—**BLISS BOXES** are less in area by between 8% and 30%, depending on the length, width and depth of the box.
- 4—**BLISS BOXES** save money on freight because less freight is paid on lighter weight. Freight charges are often lower by $\frac{1}{4}c$ to $\frac{1}{2}c$ per case.
- 5—**BLISS BOXES** are stronger because built like a trunk, with reinforced corners, where containers are most likely to give way, and vertical grain across vital seams.

BLISS BOXES are the essence of shipping economy—an economy that is entirely unprecedented—an economy that you cannot afford to overlook.

The tangle of numerous sizes is solved by the use of **BLISS BOXES** because of their adaptability to unusual factory conditions. Supplemented with **BLISS SEALING**



Another New Bliss Box Operation at Cheek-Neal Coffee Co., producers of famous "Maxwell House Coffee." This photograph shows Bliss Assembling Machine on Bliss Corrugated Boxes. Tops are sealed automatically on a Bliss Automatic Gluing Machine.

MACHINES handling costs are cut to a minimum.

Whatever your box requirements may be, let us demonstrate to you the economy of shipping in **BLISS BOXES**, manufactured by all leading container manufacturers. If your supplier is not licensed to make **BLISS BOXES**, he can become so.

H. R. BLISS COMPANY, Inc.

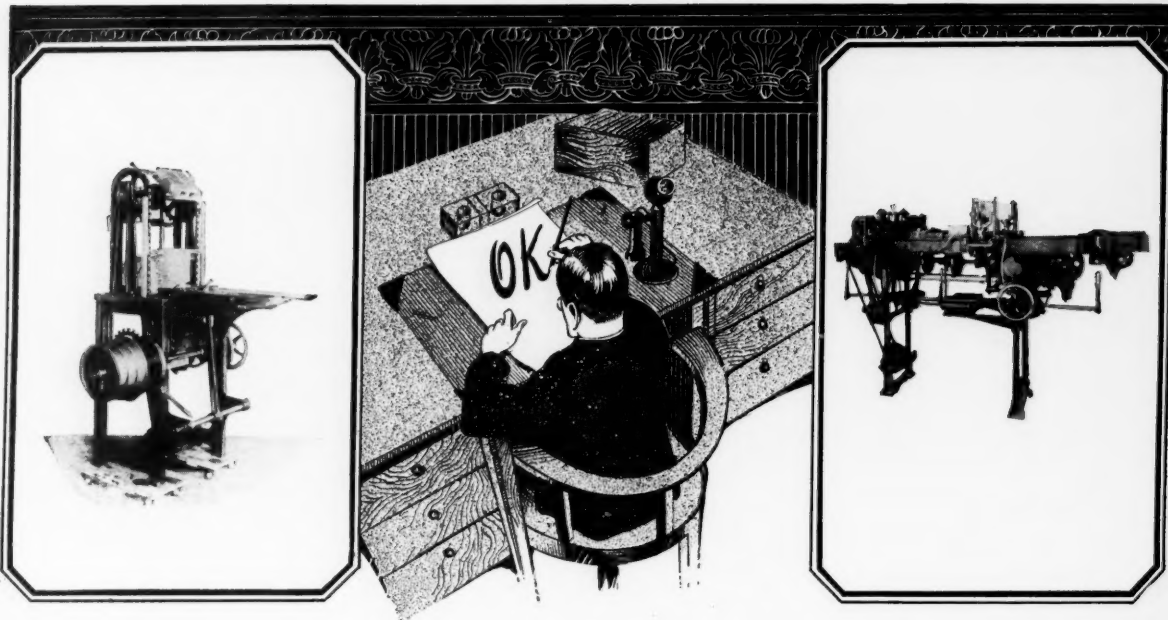
Manufacturers of wire stitching and adhesive sealing machinery for fibre containers of every description.

NIAGARA FALLS, N. Y.

50 Church St., NEW YORK

SAN FRANCISCO, CALIF.

Transportation Bldg., CHICAGO



When Leaders of Packaged Goods O. K. a product -- It must be good!

Leaders of packaged goods throughout the country have indicated a decided preference for Peters Packaging Machinery. These leaders include such names as Swift & Co., Loose-Wiles Biscuit Co., Kraft Cheese Co., Pabst Co., A. C. Krumm & Co., Iten Biscuit Co., Best Foods, Inc., and many others. These concerns know their business.

This overwhelming acceptance has been earned by Peters as a result of producing packaging machinery that would not only produce a better and more sanitary package but with *considerable less cost* over hand or inferior methods.

In practically every case Peters Packaging Machinery has returned a dividend of from 30 to 100% on the original investment and not for one year but many.

Peters Carton Former and Liners, together with the folding and closing machine, will handle from 40 to 60 packages per minute. Being durable and simple in construction, fool-proof in operation, maintenance costs are negligible.

Profit by the experience of the *leaders* and investigate Peters Packaging Machinery for forming and lining cartons, folding and closing, wrapping and sealing.



PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO. U.S.A





1





THE PROBLEM OF SUMM



HEYWOOD BUILDING
NEW YORK

BOX
WRAPS

BOX
BANDS

WINDOW
CUTOUTS

Heywood's Lithography for complete merchandising service for your products will enable you to visualize the development of your sales campaign. Producing all aids for merchandising under one roof will permit you to concentrate your needs in the hands of specialists from the blank paper to the finished sales message.

**COLOR ^{THE} MAGNET OF
ADVERTISING APPEAL**

MMER MERCHANDISING

THERE is no need for your Summer business to be sluggish, no necessity for drastic remedies. Heywood's Summer series wraps will be a pleasure for you to use—a cool, attractive package for your Summer dainties that will bring a sparkle to the eye.

Cool colors, beautiful designs, undoubted charm that will create the desire for possession in the beholder.

For 25 years Heywood has originated new ideas in technique and color in all types of lithographed sales aids—all production departments under one roof in the Heywood Building guaranteeing you continuous supervision by each specialist of the Heywood organization.

Holiday wraps now in process—See September issue MODERN PACKAGING.

OW
TOUTS

PACKAGE
INSERTS

TABLET
COVERS

R.R. HEYWOOD CO. INC.
COLOR LITHOGRAPHERS
26TH ST. AT NINTH AVE. NEW YORK

Unguentine Packing Costs greatly reduced by machine-bundling



*Results of a survey made
by A. C. Nielsen Company,
Engineers, in the plant of
Norwich Pharmacal Co.*

THE large savings being made by bundling packages in kraft paper, instead of packing in expensive display cartons, deserves the attention of every manufacturer of package goods. Numbers of concerns have adopted machine-building—Colgate & Company, Bristol-Myers Company, Norwich Pharmacal Company, National Biscuit Company, Lorillard Tobacco Company.

We give here the results of a certified survey on machine bundling, made in the plant of the Norwich Pharmacal Company by A. C. Nielsen Company, Engineers.

The introduction of machine bundling for Unguentine resulted in an immediate saving of 65% on packing material costs. Although at present the machine is being operated at only *one-tenth of its full capacity*, the savings over former methods of packing amount to \$16.36 a day—\$4,908.00 a year. You can realize what savings this machine makes when operating at full capacity.

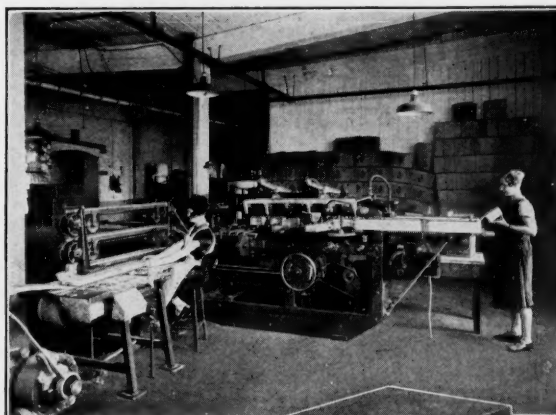
The present annual saving of \$4,908.00 is 79% of the cost of the machine. At this rate the machine will pay for itself in slightly over 15 months.

The survey also shows a saving in shipping weight, the difference being about three ounces on a bundle of 12 and about 4-pound-2-ounces on a gross.

The machine bundles the packages, in lots of 12, in tough kraft paper, sealed tight as a drum, and attaches printed end-seals. This sturdy shipping unit stands up as well in shipment as the cardboard carton.

Only one operator is required to feed the machine, and another to remove the finished bundles.

Before adopting machine-bundling, Unguentine was packed in expensive display cartons, but instead of being displayed on the counters as intended, these were usually discarded by the dealers when unpacking the



Machine bundles 12 packages of Unguentine in Kraft paper, attaching printed end seals, one operator feeds the packages into the machine, while another packs bundles into shipping cases, holding one gross.

shipment. Machine-bundling has eliminated this waste, and at the same time, no advertising or selling advantages have been sacrificed, because the dealers who desire it are supplied with permanent display units, which have proven more effective.

Write for a copy of this Survey

The complete survey of the bundling machine in the Norwich Pharmacal plant gives detailed cost figures and a full description of its operation. We should like to place a copy of it in the hands of all executives interested in lowering packing costs. Write for your copy to-day.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

New York: 30 Church Street

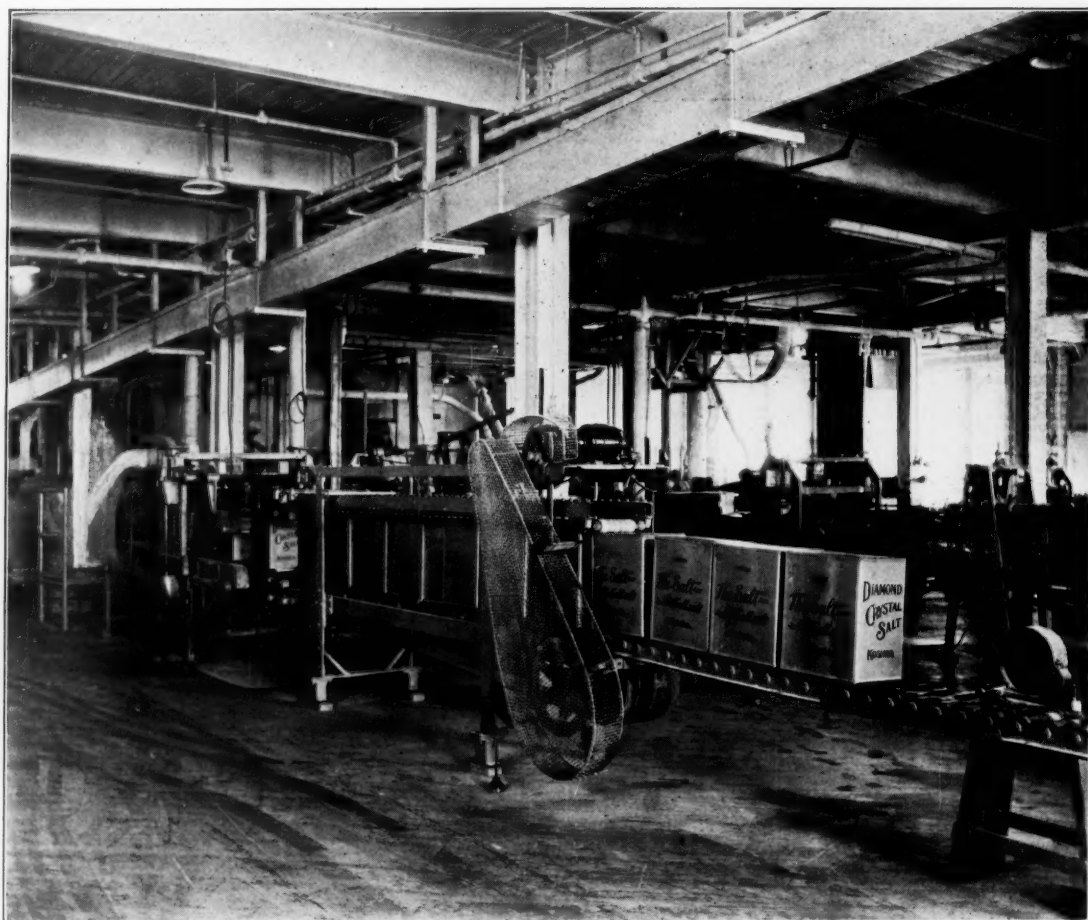
Chicago: 111 W. Washington Street

London: Windsor House, Victoria Street



PACKAGE MACHINERY COMPANY

Over 100 Million Packages per day are wrapped on our Machines



Another Standard Labor Saving Installation

All of the package salt manufactured by the Diamond Crystal Salt Company, shipped in fibre containers, is sealed on Standard top and bottom sealers without the use of any labor. These machines are 100% Automatic.

*Write our Engineering Department
if you have a sealing problem*

MAILER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.

JOHN S. WILLARD & SON
306 E. 4th St.
Los Angeles, Cal.

Standard
SEALING EQUIPMENT CORPORATION

CHICAGO, ILL.
208 West Washington St.

LONDON, ENGLAND
Windsor House
Victoria Street, S. W. I.

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.



**is TULIP'S contribution
to one of the finest Packaging
Achievements of the age**

Like fine, decorated china are these two waxed Nestrites produced for Fineart Foods, Inc. Because their contents were minute non-hygroscopic crystals of tea and coffee, it was demanded that the containers give absolute protection from moisture. They had to be strong and rigid, and good color printing was essential.

Nestrites were the natural choice. After filling, they had to be sealed at the top (which becomes the bottom of the Fineart package). Tulip supplied this sealing machine. We congratulate Fineart and their president, Mr. van der Linde, on the ensemble and are proud of our part in such an achievement.

TULIP NESTRITES

Tulip Cup Corporation

College Point, New York

(OVER)



TULIP NESTRITES



The above container for Sour Balls is but one of the many suggestions that we can give to manufacturers on the packaging of their products. The cellophane lid adds to the effectiveness of this container, as it permits the purchaser to see the contents.

are stepping out into the package field, supplanting the ordinary in many cases, but going still further in making possible the packaging of products that have been confined these many years to bulk sales. They are made from snow-white sulphite stock—odorless and tasteless. When waxed, they look like fine, decorated china. They're moisture-proof. Because the stock is printed before the Nestrite is made up, a clean, brilliant printing job can be obtained in any colors. They have wire-pull lids, or the covers can be sealed by an inexpensive machine, with which we can supply you.

In these days of keen competition among merchandise of equal worth, originality of package means a great deal. Nestrites have that touch of originality—they build prestige and sell their contents.

TULIP CUP CORPORATION

College Point

New York

Mid-Western Agents:
GRAHAM PAPER COMPANY

St. Louis Chicago Minneapolis St. Paul Denver Kansas City El Paso Dallas
Houston San Antonio New Orleans Birmingham Nashville Tampa Memphis Oklahoma City

Pacific Coast Agents:
THE SANITARY PRODUCTS CORP.
San Francisco, Calif.

(OVER)

**Up to
100
packages
per
minute**

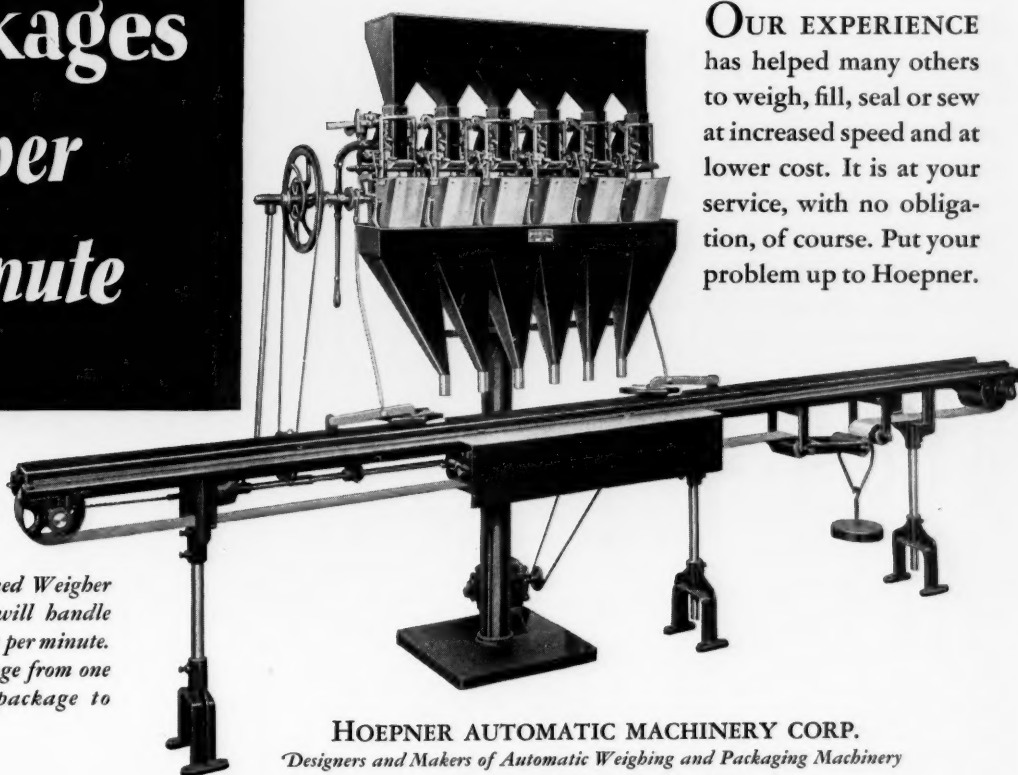
WHETHER you pack in cartons, cans, paper or burlap bags, envelopes or cotton sacks, Hoepner can help you speed up production.

There is a limit of speed at which any material flowing by gravity can be weighed with maximum accuracy. Hoepner utilizes this principle in each single unit. Increased production is obtained by combining into one machine as many of these units as are necessary to get any desired output. No attempt

is made to hasten the flow of material beyond this most accurate rate of speed.

If you have a dry-filling, packaging or bagging problem, send us a sample of your package and material and a brief outline of your requirements. There is a Hoepner exactly suited to your packaging needs.

OUR EXPERIENCE has helped many others to weigh, fill, seal or sew at increased speed and at lower cost. It is at your service, with no obligation, of course. Put your problem up to Hoepner.



This combined Weigher and Filler will handle 100 packages per minute. Easy to change from one weight of package to another.

HOEPNER AUTOMATIC MACHINERY CORP.
Designers and Makers of Automatic Weighing and Packaging Machinery
1400 West Avenue, Buffalo, N. Y.

HMH-8

HOEPNER
STANDARD FOR THIRTY YEARS



**For
Container End
Stitching
also types for
every kind of
stitching for
boxes, bags,
cards, etc.**

DEPENDABLE *Under all Conditions*

The Monitor Container End Stitcher is dependable under all conditions because it is a "fool-proof" machine, does not require skilled labor, and is rugged enough to withstand severe abuse. The "Monitor" is the result of years of specialization in stitcher manufacture.

The direct, immediately noticeable savings from the use of the MONITOR Container End Stitcher are in time and space.

From 1500 to 3000 cartons, or more, depending upon the size, can be stitched each day, by an ordinary girl or man, after a few days' experience with the machine.

The stitcher requires only about four square feet of floor space, so it can be located at any point convenient for delivering the cartons to the packers.

No storage space is required; boxes can be stitched by one or more machines, to fill the requirements continuously.

And the cost of stitching the bottom of a carton is infinitesimal, the chief item being the wages of an operator, distributed over many thousands of boxes.

Any firm using solid fibre or corrugated board boxes of any kind can profitably consider the advantages of this modern packing room method.

If your firm uses 100 or more cartons per day, we invite you to investigate what economies the MONITOR Container End Stitcher method can effect in your packing room work.



LATHAM MACHINERY CO.

Builders of Wire Stitchers for Over 35 Years

1153 Fulton Street, CHICAGO

NEW YORK
461—8th Avenue

PHILADELPHIA
The Bourse

BOSTON
531 Atlantic Avenue

LEY

WHAT IS PACKAGE INSURANCE?

Package Insurance means PROTECTION for your carton and its contents.

Protection from moisture if the life or value of your product is affected by atmospheric changes.

Protection from grease if your product contains shortening or other ingredients that will affect the appearance of your carton.

Protection from losing the sales value of a well-printed carton if your outside wrapper is not transparent.



is Moisture-proof, Greaseproof, Selfsealing and Transparent—four important requisites of a really efficient wrapper for perishable products that must be displayed to be sold.

RIEDEL'S WAXED GLASSINE

made by

THE WARREN MANUFACTURING CO.
342 Madison Avenue, New York, N. Y.

Chicago Office, 111 W. Washington St.

WARREN MFG. CO.
342 Madison Ave., New York, N. Y.

Send Sample of
Riegel's Waxed Glassine to:

Firm

Address

Individual

THE EDWARDS MANUFACTURING CO.
INCORPORATED

IRON AND STEEL
CINCINNATI, O.

October 6, 1926

The C. T. Small Mfg. Co.,
Piquette and Varney Aves.,
St. Louis, Mo.

Sir:

With reference to the autogate machinery you made for us.

With to say, this machinery has come up to our expectations in every way. Everything you promised to do, you have more than fulfilled and we are heartily recommending your equipment to any prospective buyer and you are at liberty to refer him to us at any time.

Yours very truly,
THE EDWARDS MANUFACTURING CO.,
H. W. Edwards
President

Old Hickory SMOKED SALT
THE SMOKE SALT COMPANY

(Top) C. T. Small Machine for winding chip-board paper into round containers. An automatic cut-off machine sends the tube to the bottom-seaming machine where tin bottoms are sealed on.

(Center) In the foreground is the top-seaming machine. In the center is the C. T. Small automatic filler which automatically packs 300 tons of salt per day. A device is attached to insert a 20-page booklet of instructions in the package.

(Bottom) The entire installation requires less than 70 ft. of space and but 6 employees are required to handle a production of 300 tons of salt per day in 10-lb. packages.

An Outstanding Achievement

THE growth of American industries centers around production. The influence of many factors, chief among them the perfecting of automatic machinery which made big production a reality, has placed this country in the front in manufacturing.

In the packaging field C. T. Small Manufacturing Company has led in the perfection of high-speed automatic packaging machinery. An installation which we point to with pride, a really outstanding achievement, is that of the Smoked Salt Co., Cincinnati, Ohio.

Reference to the June issue of MODERN PACKAGING, pages 45 and 48, details the story. After canvassing every available source of supply, the Smoked Salt Co. put the problem up to C. T. Small who solved it satisfactorily, as the letter reproduced here indicates.

Briefly, the problem was to package 300 tons of salt daily, in 10-lb. paper cans, in a space less than 70 feet in length. As solved by C. T. Small, the installation comprises a group of nine machines, hooked up in an automatic line that provides for the conversion of chipboard paper and tin plate into a finished 10-lb. paper can with tin top and bottom, the accurate insertion of 10 lbs. of smoked salt, the sealing of the can, transfer to and through a labeling machine to an automatic caser and finally to a case-sealing machine, thence across automatic conveyor to box car floor. This line is continuous and consecutive in motion and operation, the material all being in constant motion without pause until the package is manufactured, material enclosed and the operation concluded by actual delivery to the carrier. In this line is incorporated a number of characteristic C. T. Small features, one of which is simple but absolutely accurate apparatus to insert a twenty-page booklet of instructions and advertisement.

Before the installation of this machinery there were as many as sixty employees at one time engaged in packaging this product, and their production capacity was so far behind their ability to handle their material that hundreds of tons of this smoked salt were piled in warehouses in sanitary bins.

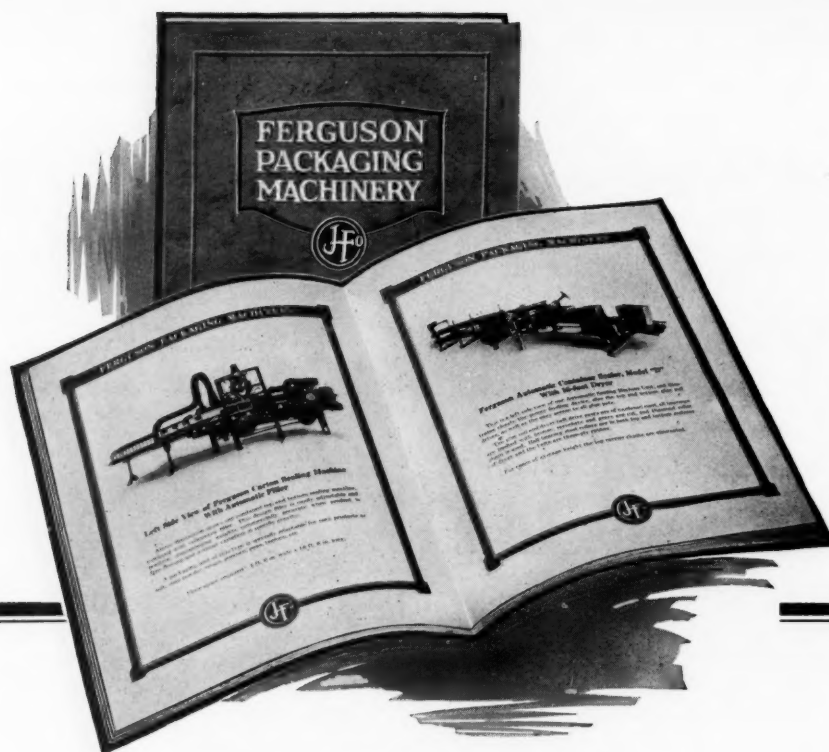
At the present time only six employees are required to but casually supervise the entire operation. The machines are so fast in operation that the salt machinery has to be run at night to provide material to insure capacity production.

We believe this installation to be the fastest and most efficient ever contrived—a typical C.T. Small endeavor in surpassing sanitary accomplishments.

If yours is a packaging problem put it up to C. T. Small. You are bound to get the "only answer."

The C. T. Small Manufacturing Co., Inc.

1204 Ferguson Ave., St. Louis, Mo.



Hot off the Press!

A Ferguson engineer in your plant—what a boon that is to the man who is trying to cut costs and speed production! And now, here's the new Ferguson catalog, an engineer in its own way. It's complete, it's definite. It puts before you in clear photographs and descriptions the types of Ferguson machinery in use all over the U. S.

Send for it. With it in your hands, you'll better understand the success of Ferguson packaging machinery.

CARTON SEALING MACHINES
AUTOMATIC SCALES AND
FILLERS
CARTON FORMING MACHINES
AUTOMATIC CASE PACKERS

CONTAINER SEALING MACHINES
SALT CAN FILLING MACHINES
FERGUSON ROTARY SHRINKERS
SPECIAL MACHINERY, DIES,
ETC., ETC.

Ask to Consult with a Ferguson Engineer.

J. L. Ferguson Company
JOLIET - - - ILLINOIS
ST. LOUIS NEW YORK LOS ANGELES 

MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1928.

VOLUME ONE
NUMBER ELEVEN

NEW YORK, July, 1928

\$3.00 FOR THE YEAR
35 CENTS A COPY

Adopting a New Label

Dorothy Gray Toilet Preparations Reflect Quality of Product in Distinctive Containers and Attractive Labels Used—Careful Inspection Characterizes Every Step in Manufacturing and Packaging Operations

By EDWARD THOMPSON

“THIS is the new label which Dorothy Gray has chosen to distinguish her preparations from others and to prevent substitution. Reflecting the exquisite quality of the product in its beauty of design and shading, the arresting color and high visibility of this striking new label insures smart, impelling displays and attracts discriminating customers to our toilet goods counter.” Thus reads the announcement which is to be featured in national advertising. The “Colonial Girl” label which has heretofore appeared on the Dorothy Gray preparations has been discontinued.

The very nature of toilet preparations and their use demand that for the successful package the design and dress of the containers, the labels and every detail relating to the package express beauty in color and symmetry. In producing the new label for the Dorothy Gray line, which covers over forty products, this ideal has been accomplished, for the purchaser is

made immediately conscious of quality in the product. The original and characteristic lettering which states the name of the product, together with the Dorothy Gray signature

development of the various details that were necessary for its production have required considerable painstaking work, but in presenting the new dress there is every reason to believe that the result has justified the necessary expense.

On the front cover of this issue is reproduced in color the new Dorothy Gray vanity case. This is supplied in several finishes and contains the various make-up accessories that are dear to the feminine heart. The design and harmonious colors of this “package” are typical of the attractive effects obtained in the other containers for Dorothy Gray products, some of which are shown in an accompanying illustration.

Of necessity many of the operations attend-



A few of the Dorothy Gray products showing the new label

which constitutes the trade mark of the merchandise, appear in white on a dark blue background of the label. A lighter blue oval panel, placed with symmetrical effect, bears a Greek classic relief. The nicety in color combination together with simplicity of design are indeed effective.

The selection of the label and the

ing the filling and finishing of the Dorothy Gray packages at the laboratory at Bloomfield, N. J., are manually performed. Each step is followed with neatness, precision and dispatch and a visitor at the plant is constantly cognizant of a “personal touch” which manifests itself in all of the finished packages.



Conveying filled jars and bottles to labeling room

Original bottles and jars are automatically washed preliminary to the filling operations. The latter are, for the most part, hand-filled, although for certain creams placed in square jars a centrifugal filler is used. In application this device, by rotation, effects a complete filling of all corners. Bath salts are drawn off into the oval, large-mouth glass jars from small hoppers. Bottles are filled and corked by hand. Cellulose hoods which are used on all of the bottles as well as on the bath salt jars are received in formaldehyde solution. They are then washed in wire baskets, soaked in glycerine and slipped over the tops of the corked bottles or jars. They dry rapidly and shrink smoothly, forming a tight, tough, sanitary seal that prevents loss of contents by leakage or evaporation. Aluminum caps are lined with cardboard disks and waxed paper before they are placed on the jars.

The containers, after being filled and corked or capped, are carefully wiped and deposited on trays that are placed on the gravity slide or frame which carries them from the filling room to the labeling and finishing room.

Two automatic and adjustable machines apply the labels to the various containers. With certain products, such as cleansing tissue, which are enclosed in wrappers, the labels are applied by hand. The labeled containers are placed on a continuous belt that extends along the center of

the finishing tables and removed by girls for inspection and the finishing work. It is in the latter operations that the final touches are put on the various packages. Ribbons are daintily tied, Cellophane wrappers are placed around the bath salt jars and other niceties that add to the attractiveness of the package are supplied. No pains are spared to make the finished container and its dress a job that does full credit to the contained merchandise.

In packaging boxed powders the drums or shells are filled by pressure to the required weight. After the

flaps are glued these drums are placed in the bottoms of the boxes, the covers put on and the shade stickers are applied. The filled box is then wrapped in Cellophane, inspected and packed in shipping containers.

Although this article relates only to the packaging work that is being done in preparing Dorothy Gray products for distribution, mention should be made of the thoroughness that likewise characterizes every step in the manufacturing processes. The testing, selection and blending of the ingredients of each product are of a high order and no effort is spared to obtain the best results. It is this policy that has secured the well-deserved reputation for quality products which the Dorothy Gray line enjoys.

To Make Survey of Cans

THE National Canners' Association has requested the Division of Simplified Practice, of the Bureau of Standards, United States Department of Commerce, to conduct a survey of the diversification existing today in sizes of cans used in fruit and vegetable packing. The Division has made contacts with approximately 2800 canners through a questionnaire on this subject and so far has received replies from more than 700.



Department for labeling and finishing containers

Packaging 3-in-One Oil

Operations of Filling, Labeling and Cartoning of Bottles as Well as the Filling and Closing of Non-Refillable Cans Are Performed Automatically

By ALBERT F. CHAPMAN

AMONG the writer's earliest and most cherished possessions was a Flobert 22 rifle—not an air gun, mind you, but a real, honest-to-goodness shooting iron. It is doubtful if any weapon ever received more tender care. After each hunting expedition it was part of the program to carefully clean and oil each of the

that was used for the above-described operations.

Packaging in those days was no special concern of ours. True, the manufacturer had to give some thought to this method of preparing his product for distribution, but this problem was largely a manual one and carried its attendant difficulties.

that is "suited for a thousand uses."

There are five members of the 3-in-One family; that is to say, there are five containers of different sizes—three bottles, 8-oz., 3-oz. and 1-oz., and two handy cans, each containing 3 oz. and 1 oz. Actually, if the gallon can is included, there are six, but it is with the former that we are particularly concerned. The following is a description of the operations followed at the company's plant at Rahway, N. J.

Lithographed, non-refillable cans and original bottles are separately placed in trays or pans as they are unpacked from solid fibre shipping containers and moved by trucks to the vacuum filling machines. After filling, the cans, still in the trays, are trucked to automatic seamers where the spouts which are provided with washers and screw tops are seamed on. They are then packed, one dozen to each, in corrugated boxes. These boxes, received knocked down, are bottom stitched at the plant and, after filling, the tops are hand sealed with silicate of soda. The boxes are then placed bottom side up which gives the pressure necessary for the adhesion of the seal.

The bottles, after being filled and



Display card which features bottle and handy oil can

parts, finishing up with a polish that would have done credit to a Fifth Avenue door plate. This picture of the "days of real sport" would be quite incomplete if it did not include a reproduction of a bottle of 3-in-One Oil, for it was indeed this lubricant

Since then the use of automatic machinery for the various operations has overcome such handicaps. It is of considerable interest, therefore, to learn of the packaging methods employed by the company who has for 34 years produced the "quality oil"



Battery of filling machines at 3-in-One plant



Seaming the screw tops on handy oil can



Automatic machines spot and paste labels



Wrapping and cartoning of bottles is automatic

corked, are sent by gravity conveyor to the labeling units. Here they proceed through automatic machines that spot and paste the labels simultaneously on both sides at the rate of 60 per minute. The filled and labeled bottles are then piled in trays and moved by truck to the insert wrapping and cartoning machines. Here the bottles are placed by hand in a slot or reservoir, from which they are fed automatically. By means of this equipment an instructional booklet is wrapped around each bottle, the packet is inserted into an opened,

the 3-oz. handy can are used. In all of the company's advertising a prominent place is given to the containers—bottles and cans. For export shipment, wooden cases, strapped, are used. An accompanying illustration shows a number of these cases on the warehouse floor ready for shipment, while in the background may be seen a stock of packed corrugated cases ready for domestic delivery.

MACHINERY AND SUPPLIES

Vacuum fillers: Fowler Bottling Machine Co.
Seamers: Leffler Machine & Die Co.
Labelers: E. D. Anderson, Inc.
Cartoning machines: E. D. Anderson, Inc.
Stitcher: H. R. Bliss Co., Inc.
Cans: Tin Decorating Co. of Baltimore.
Bottles: Salem Glass Co.
Cartons: Ft. Orange Paper Co.
Corrugated cases: Sefton Mfg. Co.; Agar Mfg. Co.



An export shipment is made up

knock-down carton, and the ends of the latter are folded and glued. The filled cartons are then packed in corrugated boxes and sealed in the same manner as previously described. The several operations detailed are shown in the accompanying illustrations.

A liberal use is made of inserts which include instructional booklets, and descriptive pamphlets. Gummed tape stickers which attach a leaflet to



Corrugated boxes are bottom stitched

The Turret

IN the June issue, under the heading, "The Turret," appeared an article written by someone who signs himself as "An Humble Servant." The first paragraph of his communication would indicate that the subject he proposed to discuss was "Inflation," and undoubtedly from that discussion might be drawn some pertinent facts that might be of value.

I read your magazine regularly, I read with a great deal of interest the many splendid articles that appear in this publication, and from practically all of them I am able to gather information of value and interest. However, after reading over this article I am no better informed than I was before, and not particularly interested.

The reason I am writing to you about it is that the other two articles appearing are very interesting and I read this "Inflation" over twice, thinking that I must have missed something but what I missed was not there.

In the first place, I want to take exception to the second paragraph, in which this writer makes very uncomplimentary reference to food plants generally. His statements are not correct. While it may be true that occasionally a food plant may be found where not the greatest care is used as to cleanliness, yet from many years of experience in visiting hundreds of these food plants throughout

(Continued on page 30)

Modernizing a Famous Food Changed National Eating Habits

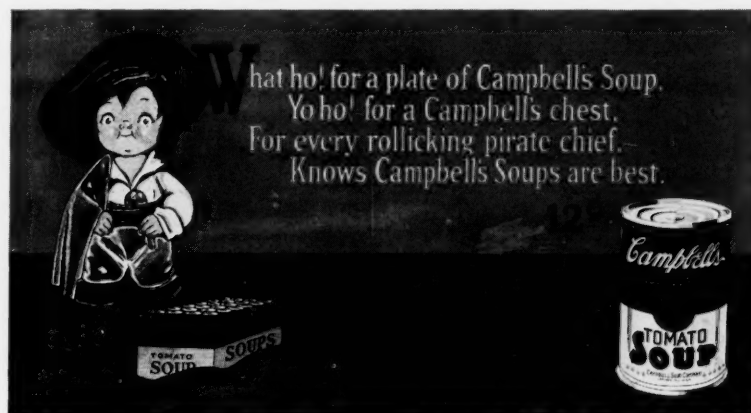
Up-To-Date Packaging Methods Play Large Part in Preparation of Campbell's Soups—Operations of Filling, Sealing and Labeling Cans Effected with Modern Equipment and at High Speeds

SOUP is like character. It must be made slowly as well as carefully. The preparation of the many vegetables and of the meat broths used in the making of good soups is an arduous undertaking. It

It was believed that condensing the product by the withdrawal of a large portion of the water content would effect important economics in container and handling costs as well as in freight hauling charges. Suc-

Situated as they are in the heart of the finest tomato growing section in the country, the Campbell company early showed a marked interest in the packing of tomato products. Most of their early products were labeled with the trade-mark reproduction of two men carrying an enormous tomato suspended from a long pole. The present style script in the reproduction of the word "Campbell's" appeared on practically all the company's labels since the inception of the business.

Today these many varieties of products have practically all been discontinued. The personnel specializes in the making of good soups.



Car card which reproduces can and shipping case

calls for painstaking attention to detail. Then, after the ingredients are skilfully blended, comes the slow simmering that insures the finest flavor.

For centuries soup has been one of the staple foods of Europe. Yet prior to the year 1900 soup was not served to any appreciable extent in this country. Americans recognized the healthfulness and the delicious qualities of this delightful food but the majority of American homemakers were not inclined to regularly devote sufficient time to the lengthy task of soup making.

The originator of Campbell's Soups was of the opinion that if good, well-made soups were made easily available to the women of America there would be a demand for them. He envisaged a vast, communal kitchen in which skilled French chefs would direct the making of soups for the whole nation and, who knows, maybe for the world.

cess in this meant the product could be sold at a price within the reach of every purse.

THE present striking Red-and-White label of Campbell's Soups traces its origin back to 1894. At that time the need for a new label design was felt. One of the officials of the company was forcefully impressed with an effective half-red and half-white cover he saw on a copy of the



View in labeling department in Campbell's Soup Plant



Original building of Campbell's Soups plant

American Magazine. After considerable experimentation the present-day Campbell's Soup label was created and the distinctive form of the word "Soup" with the oblique letter "o" was incorporated in it at that time.

Today Campbell's Soups are advertised in every issue of nineteen of the leading national magazines with an estimated annual circulation of 435,000,000 pages featuring the Red-and-White labeled soups. Cards in all of the street cars of the country are also used continuously and in both these forms of advertising the copy shown invariably includes a reproduction of the well-known Campbell's label.

In the days of the Spanish-American War the company produced five kinds of soups with a total output of 500,000 cans yearly. Quite a notable incident in the tremendously increased production enjoyed today is the fact that this increase has been obtained by using soup kettles of exactly the same size as those used in the original experiments and output; depending upon their increase in number to provide for the required increase in production. From this it may be seen that no small attention must be given to the various problems that properly come under the head of packaging.

erations, we commence on the ground floor at the landing or car spot platforms where the various incoming materials are received. Open-end, original cans arrive in cars and, as removed, are placed on special conveyors which carry them to the filling floor.

Bottom sealed, solid fibre and corrugated shipping cases for soup packing, as well as solid fibre and corrugated cases for beans and spaghetti, are likewise received and conveyed to the packing floor. Reloading for shipment is conducted on adjacent or the same platforms, following the return of the cases filled with Campbell's Soups ready for the grocers' shelves. The standard soup shipping case contains four dozen cans, each of 10½ oz. net weight. White pine wooden cases, strapped and containing four dozen cans, are used for export shipments.

As the empty cans reach the filling floor they are distributed to several lines that feed directly to spiral conveyors where the cans are thoroughly washed as they proceed to the individual automatic fillers. The filled cans are then conveyed to top seamers where the lids or covers are hermetically seamed. This process complete, the cans are "kicked off" on a belt from which they are removed,

The equipment of the Campbell's kitchens is up-to-date and modern beyond all imagining. Visitors are thrilled to the realization that here is an organization devoted to soup making and that they have the finest possible equipment to work with in turning out their wholesome product.

Taking up the progression of the various packaging operations, placed in metal baskets and the baskets are placed in steam retorts for sterilization. All conveying to and from the retorts is done by electrically operated monorail hoists. After sterilization is completed and the cans have cooled sufficiently the baskets are removed to points where the cans are fed directly to the line of automatic labeling machines.

Each of these machines labels between 450 and 560 cans per minute, making use of a hot glue pick up. Casing machines which pack 48 cans in each shipping container are located at the end of the labeling line, one machine to each labeler.

By means of belt conveyors the cases are then carried to an automatic case sealing machine where the tops are sealed. The filled and sealed cases are then sent by belt conveyors and spiral chutes to the shipping floor.

Today Campbell's Soups are not only shipped to every state in the Union but they are also forwarded to practically every seaport in the world. China and Peru, Alaska and Australia, to say nothing of tropical jungles and mountain fastnesses, all know and enjoy the goodness of the Red-and-White labeled products.

THE TURRET

(Continued from page 28)

the United States, I know that the food packer is very, very particular indeed in the selection of his raw materials, cleanliness of packages, careful in the cooking and preparation of his products, and the sanitary condition of his plant.

As to the rest of it concerning the individual and what the individual may value himself at, it is pretty hard for any of us to find fault with the rest of us. Perhaps we often find men with what appears to be an indication of placing altogether too high valuation upon themselves, and after all, how do we know and how can we measure just exactly what a man may be worth? The world takes us and accepts us largely on the importance that we place upon ourselves, and if sometimes that may seem to be a little exaggerated, it is certainly better that such condition exists than to find an individual who is always depreciating his abilities. E. E. FINCH

Packaging a Washing Powder

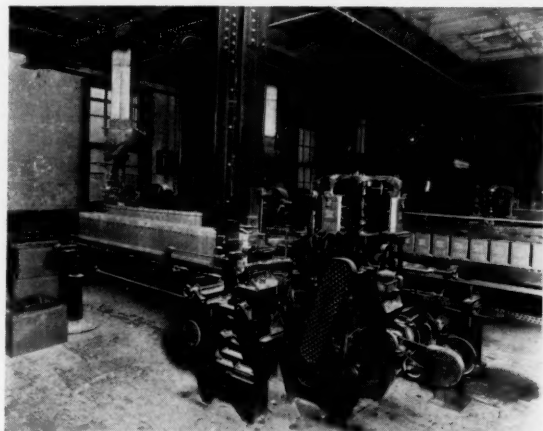
Non-Sifting Printed Carton Used for Duz Is Automatically Formed, Packed and Sealed—
Full Automatic Top and Bottom Sealer Used for Fibre Shipping Containers

A packaging problem may be simple or complicated, depending to great extent on the methods and equipment which are brought into play as a part of the production plan of any company.

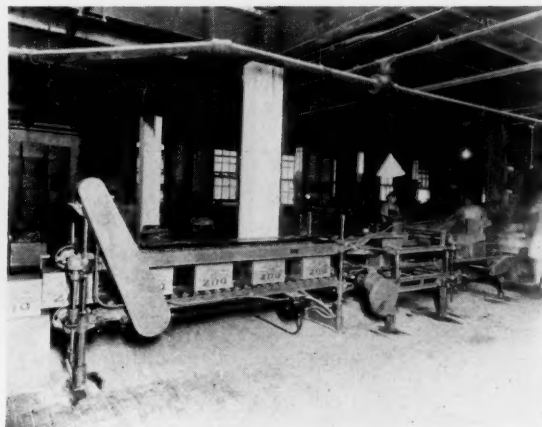
formed by mechanical equipment, assuming of course that a sufficient volume of packages justifies a machinery installation for such work.

The Duz Co., operating a plant at Babbitt, N. J., for the manufacture

of point board, furnished knocked down by the maker, and printed to display on one side the characteristic trade mark in yellow on a blue background. The reverse side carries instructions for the various uses of



Cartons are automatically formed, filled and sealed on these machines



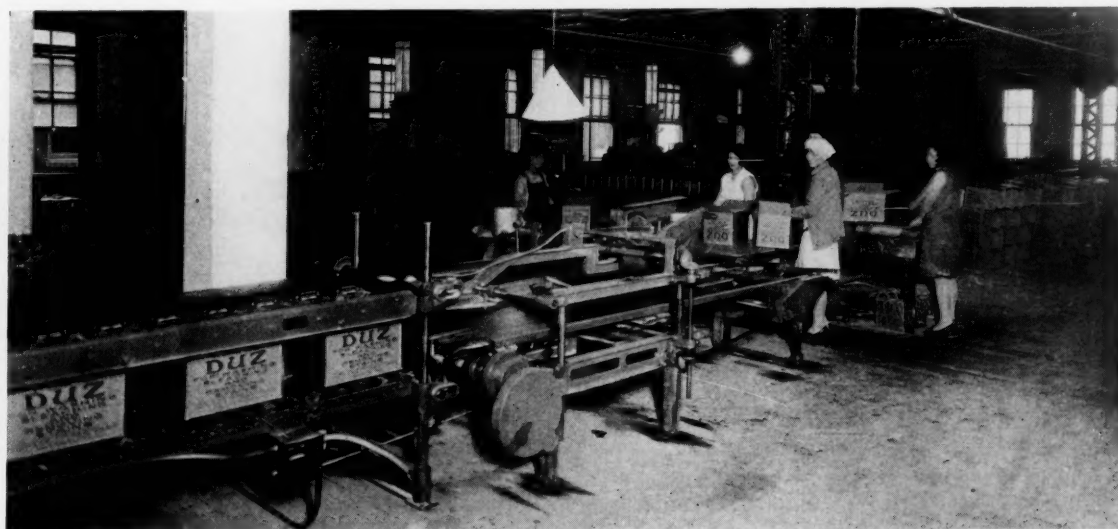
An automatic top and bottom sealer completes closure of cases

True, there is a vast difference in products which are to be packaged, but with the scope and variety of machinery that is available today for packaging work there are indeed few operations that cannot be per-

formed by mechanical equipment, assuming of course that a sufficient volume of packages justifies a machinery installation for such work. The Duz Co., operating a plant at Babbitt, N. J., for the manufacture of the well-known Duz, an oxygen soap, offers an interesting example of a company which has successfully solved its packaging problem by means of machinery. Two sizes of unlined cartons are used. These are

the product. In the printing of these cartons an alkali-resisting ink is used to prevent any deleterious effects to the lettering or decoration of the package.

The product is fed from the floor



Filled cartons are packed by hand in shipping cases and fed to automatic sealer

above to the filling hopper of each of the units. Knock-down cartons are taken automatically from a reservoir, bottom sealed with vegetable glue and blocked, and proceed by belt conveyor to the filling device. Here they are filled by weight as they pass over a shaking device which causes the flaky material to settle properly in the carton and allows full measure. The filled cartons then travel through the top sealer and pressure unit, where a tight seal that permits no sifting is effected, and continue by belt to a main cross belt fed by all five units which carries

them to the packing table at the rate of 36 per minute. Here they are placed by hand in fibre shipping cases which hold 24 of the large size cartons or 48 of small size. The packed containers are then top and bottom sealed automatically, and after passing through a pressure unit are placed on wooden skids preparatory to shipment.

MACHINERY USED

Cartoning, filling and sealing machines: Pneumatic Scale Corp.

Top and bottom case sealer: J. L. Ferguson Co.

Adhesives: National Gum and Mica Co.

Protecting Packaging Ideas*

WE receive many inquiries from our friends for information concerning trade mark and copyright registration. Questions are often asked us, "What is the difference between a trade mark and a trade name?" "How shall I go about copyrighting my package design?" "Does a copyright on my butter carton design protect me on using it with any other products?" and many such inquiries.

An advertising or package user cannot register a color, as such, as his trade mark, but he may succeed in registering a certain combination of colors, used in printing his containers, as his trade mark. He may restrain a competitor from imitating such color schemes in package layout or label arrangements, on the grounds of unfair competition, if it can be shown that the competitor's package might be mistaken for his.

A "trade mark" and a "trade name" are two entirely different things. There is an important difference in the two, both in their use as well as in the manner of defending them against infringement.

A trade mark is any device which identifies the origin of a product, telling who made it or who sold it. Protection is assured by registration with the patent office at Washington, D. C. Such registra-

* Abstracted from an article, "How Uncle Sam Protects Your Ideas," appearing in *The Carton Maker*, May, 1928, published by the Sutherland Paper Co., Kalamazoo, Mich.

tion establishes priority of usage. However, it is understood that the owner is the one who first makes continuous use of a trade mark for a class of goods, whether or not he has had it registered. A trade-marked article that has not been patented may be manufactured by another. The use of the trade mark itself, however, cannot be duplicated for that type of product.

Trade-mark registration offers twenty years' protection. It is renewable for similar periods upon expiration.

Requirements for trade-mark usage should conform with the following:

It must be eligible for use by one person to the exclusion of all others.

It must point definitely to the product or its origin.

It must be physically affixed to the product itself or its container.

A trade name is one that applies to the business as a whole, not to an individual product. Priority of use is the only determining factor here, since there are no laws governing registration of trade names and establishing government protection as in the case of a trade mark. Proof of infringement, however, can enable one party to restrain another on the grounds of unfair competition. In major cases, the infringer can be brought before the Federal Trade Commission on the same grounds. The proof of existence of infringe-

ment as required by the court would be that the owner must prove that a competitor is leading people to believe that they are purchasing from the original user of the trade name, when in fact they are buying from the infringer.

BY an advertisement is meant a piece of copy or an illustration making up an advertisement.

Copyright registration is made with Copyright Office, Library of Congress, Washington, D. C. Such office furnishes blanks to be made out and returned with printed samples and registration fee.

Protection is afforded for twenty-eight years, and may be renewed once at the end of such period.

Copy or illustration referred to under this heading must not be attached to a product, as a wrapper, sticker, carton, etc. If it is, it comes under the classification of labels, explained further on.

Requirements are that advertising copy or illustration must represent an original intellectual effort. It must bear copyright notice when published, likewise on the reproductions submitted with application.

To package users, a label or carton is probably the most important subject in this outline, although the government designation is "label," this covering folding cartons, set-up boxes and other types and styles of packages utilized as wrappers, containers, or labels used directly with the product.

A label differs from a trade mark in that it is descriptive, and that it includes the entire printed area. A trade mark, on the other hand, is a printed device separate from the balance of printed matter that may appear on a package. Protection of label design is afforded by copyright registration.

Protection is afforded for a twenty-eight year period and is renewable once.

Requirements are as follows:

It must tell who made the goods or who sells them.

It must describe the contents.

It must be attached to the product itself.

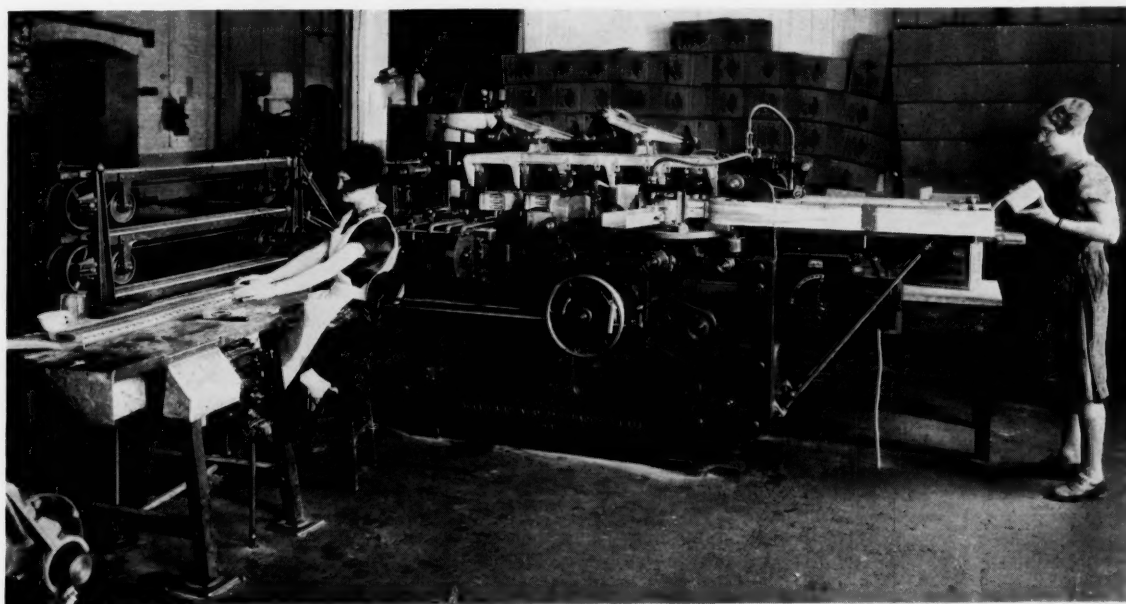
Economy in Bundling Pharmaceutical Products*

Change in Method of Packaging Results in Economies in Materials, Labor and Shipping Losses, Permits Expansion of Operations and Increases Service to Dealers

IN the fall of 1927 the Norwich Pharmacal Co. installed a bundling machine to wrap dozen lots of Unguentine. This is one of the 400 products made by this concern. It had formerly been packed in counter display cartons which were costly as compared with the kraft wrappers and end seals now used. Although operating at one-tenth its rated capacity the machine is saving at the rate of \$4908 a year in packaging expense, at a rate which will return the cost of the machine in 15 months. At

individually cartoned at the rate of about 14 to 16 gross per hour. The operator at this machine inspects cartons and places them on the three feed belts of the bundling machine over which they are carried to the bundling point in tiers of three. Twelve cartons are bundled in kraft paper and two descriptive end seals carrying the name of the product are applied to the ends. One operator stands at the delivery belt, inspecting bundles and packing them into shipping cases holding one gross each.

sealing by a floor attendant and delivery to the shipping room are the same. As far as the operation was concerned it took the same labor then as now for the production of 1320 dozen cartons a day, since the present machine speed is set by that of the cartoning machines. The display boxes, however, were more expensive and weighed more than the present kraft wrapper and labels, the differential being 3 oz. to the package of 12 and 4 lb. 2 oz. to the gross.



Equipment used to wrap dozen lots of Unguentine at plant of Norwich Pharmacal Co.

present the output is limited by that of the preceding cartoning machine. When a new cartoner of higher capacity is in service the bundling machine will be operated fewer hours and will make proportionately greater savings.

The bundling machine is situated in the packaging department of the Unguentine division. Tubes are first

Formerly individual cartons were inspected as at present and then packed in folding cardboard display boxes in lots of one dozen. The boxes were set up by a girl who placed them on the inspector's table and then removed, when filled, for the placing of a slip cover and for packing in gross lots in cases. Operation up to the point of delivery of cartons to the machine and from the point where the bundles are put into the cases for

THE display boxes were designed to furnish a counter display for each dozen tubes but it was known that the display was generally discarded by the dealer when unpacking the shipment. It was necessary, however, to consider some alternate to the individual box displays and a permanent display was designed for merchants who requested them. The advertising department considers that the permanent displays are more

* A Survey made by The A. C. Nielson Co. in collaboration with and approved by H. A. Sumner, assistant superintendent, and H. C. Eaton, vice president, Norwich Pharmacal Co., Norwich, N. Y.



Here's How Package Engineering

Only a satisfactory Shipping Box, properly and punctually delivered, can account for the ever increasing number of firms who ship in H & D Corrugated Fibre Shipping Boxes.

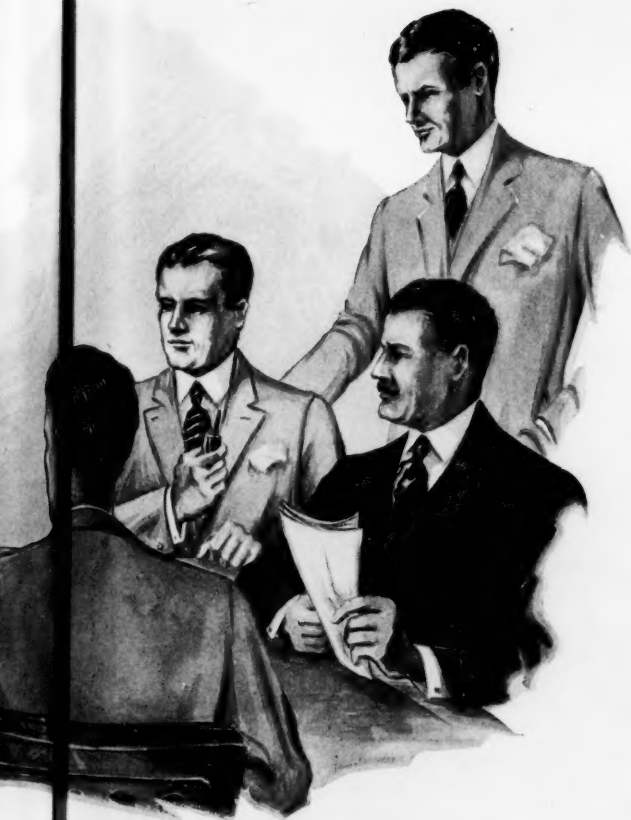


ONE of your most important operations is packing your product for shipment. The right method means increased economy and good will. Extra savings and extra sales build extra profits.

One of the 50 H & D Package Engineers is located near you and is ready, able, and willing to give expert assistance in improving your packing and shipping with a saving over previous methods.

THE HINDE & DAUCH P
323 Decatur Street

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Engineering Will Save You Money

per- By the "Package Engineering" method
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ood sumer preferences are *all* analyzed.
ales The Shipping Box that best meets
ngi- these requirements is then designed
d is and recommended.
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Write today for appointment and se-
cure, at no cost to you, definite pack-
ing and shipping facts of great impor-
tance to every manufacturer who
packs his products in shipping boxes.

AUGH PAPER COMPANY

Street Sandusky, Ohio

An H & D Package Engineer
will be glad to place at your
disposal the knowledge
gained through a thorough
and practical study of ship-
ping and packaging methods.



effective and that their cost should not be considered as a charge against the present method of bundling—rather as a credit—since the likelihood of their use is greater than that of the counter display boxes. There is also less loss when a shipment is damaged in transit.

The main advantage of the machine is its saving in packaging material costs as shown in the 65 per cent reduction in costs for this item, although the increased potential output of the department, with the rela-

supervision by the plant mechanic. Fixed charges amount to \$711.73 a year or \$2.37 a day. Daily operating costs include power, wrappers, labels, glue and labor of one operator who supplies the machine. For 6½ hours of daily operation the cost is \$7.69. The former cost was the same for labor but amounted to \$24.05 a day for the same output, due to the high cost of cartons—\$21.85 versus \$3.04 for the bundle wrappers and labels.

The above daily costs are at the rates of \$.0058 and \$.0182 per dozen.

COMPARATIVE COSTS OF PACKAGING CARTONS BY BUNDLING AND BY HAND PACKING IN DISPLAY BOXES

Conditions of Comparison			
Sizes:	Carton	Package (1 doz.)	Case (1 gross)
New.....	1 x 1½ x 5 in.	3 x 5¼ x 6 in.	10 x 10½ x 12 in.
Old.....	1 x 1½ x 5 in.		
Weight: Old.....		1 lb. 9 oz.	23 lb.
New.....		1 lb. 6 oz.	18 lb. 14 oz.
Production: 1320 doz. per day, average before and now.			
Speed of machine: 4 bundles per minute, set wholly by output of cartoning machine—rated capacity is 40 bundles per min.			
Labor: 1 operator full time—300 days a year.			

Fixed Charges on Machine

Depreciation: \$6200 a 15-year life.....	\$413.33
Average interest at 6%: 16/15 x \$6200.00 x .06/2.....	198.40
Maintenance and repair allowance.....	100.00
Total.....	\$711.73

Comparative Daily Packaging Costs

	Machine	Hand
Daily fixed charge: \$711.73 : 300.....	\$ 2.37	
Power: 4 kw.hr. at \$.02.....	.08	
Wrappers for machine: 1.32 M at \$90.....	\$1.19	
End seals for machine: 1.32 M sets at \$1.40.....	1.85	
Display boxes: 1.32 M at \$16.55.....		\$21.85
Glue: allowance.....	.05	.05
Labor: 6½ hr. at \$.33.....	2.15	2.15
Total daily packaging costs.....	\$ 7.69	\$24.05

Unit Costs per Dozen (package or bundle)

On output of 1320 dozen a day.....	\$.0058	\$.0182
Differential.....68%	\$.0124	

Savings by Machine Method

Per day—(\$.0182—\$.0058) x 1320.....	\$ 16.36
Per year—300 days.....	\$4,908.00
Net annual return on investment.....79%	

tive savings which will be effected as production is increased from time to time, is an additional factor of importance.

The accompanying table shows a comparison in parallel columns of the costs by both methods. The bundling machine is depreciated over a period of 15 years which is considered conservative with the present low speed and careful maintenance. There have been no repairs to date. The ¾-hp. motor is of the slow-speed type and maintenance should be low, but an allowance of \$100 is made. This covers oiling by the foreman of the department and motor

The differential in favor of bundling is \$.0124. In a day at present output the saving is \$16.36 and in a year of 300 days at this rate the saving would be \$4908, which is 79 per cent of the installed cost of the machine. The investment is thus returned in slightly over 15 months.

This showing is being made with the machine operating at about one-tenth its rated speed. The potential saving is far greater. At least five times the present output can be obtained with the same labor, providing cartoning equipment is increased, and the savings would be increased more than five times since fixed and operat-

ing costs on the machine would be practically unchanged except in the item of wrapping materials, whereas the labor for the hand method would be considerably increased.

Instructions for Packing

A supply of bulletins relating to packing and shipping practices, issued by the Bureau of Foreign and Domestic Commerce, Department of Commerce, has been received and is available to readers of MODERN PACKAGING. These include the following bulletins which are known as Domestic Commerce Series: No. 3, Paper Wrapped Packages; No. 10, Fibre Containers; No. 11, Cleated Plywood Boxes; No. 12, Wire-Bound Boxes; No. 13, Cooperage and Steel Barrels; No. 14, Wooden Boxes; No. 15, Nailed Wooden Crates; No. 16, Bailing.

Copies of any or all of the above will be sent to readers on request.

Export Boxes for Matches

THE bulk of matches produced in Finland, for both domestic and export shipment, according to *Commerce Reports*, are packed in small boxes containing 50 matches each or in larger boxes of 60 matches each. Export matches are packed in planed and grooved boxes of pine or spruce and, dependent on the requirements of the country to which exported, these boxes are either lined with greaseproof paper, provided with an inner hermetically sealed tin box, or are constructed to hold six hermetic tins. Export boxes are modeled according to those used by the Swedish trust. They have no cleats, as a rule, and ends of boards are provided with iron straps instead of being nailed.

THOMAS C. KELLY & CO. have secured larger office quarters at 222 W. Adams St., Chicago, Ill., owing to increased business and the need for greater display space. This company represents the following concerns: Karl Kiefer Machine Co., Capem Machinery Corp., Hoepner Automatic Machinery Corp., and Arthur Colten Co. The telephone number is Franklin 2939.

They Knew What They Wanted

Fineart Foods, Inc., Select and Adopt Package of Outstanding Design and Merit for Their Products—Shape, Color Scheme and Protective Features of Container
Important Factors in Merchandising Plan

By D. E. A. CHARLTON

"IN considering our plans for the refinement of our products we were determined that we would not go ahead with their distribution until we got a package, a package that would be worthy of the contained product and at the same time create the interest and attention which we felt the products deserved.

was necessary to consider utility as well as beauty, to depart from any conventional or accepted types and, at the same time, obtain a container that would meet requirements of economical handling. Many suggestions were submitted, a number of ideas as to shape, size, color combinations and designs were con-

Coffee and Fineart Tea. How well this company has succeeded in carrying out its ideas and ideals for a package must be evident in the accompanying illustrations in color of the canisters and cartons which have been adopted. Consider, first of all the products themselves—minute non-hygroscopic crystals of tea and

Display value, good taste and well-balanced design are outstanding in these cartons and canisters



We were actually prepared to wait until we designed and had a proper package before starting production. We realized the importance of a proper introduction, and in no better way could this be done than through the use of an outstanding, original and attractive package. This in itself was no small problem, for it

considered, but each seemed to fall short of our objective, namely, an original container which would permit superlative display and at the same time impart quality to the product."

So states Mr. V. van der Linde, president of Fineart Foods, Inc., Tuckahoe, N. Y., refiners of Fineart

coffee, requiring protection from moisture. This protection is obtained by the use of a paraffined carton or canister of truncated cone shape, beaded at the base, and a heavily paraffined liner inset at the top. A tight-fitting tin lithographed cap forms the cover, keeping out the

(Continued on page 39)

Packages for Tennis Balls

Asphaltum Lining Assures Protection of Contents from Moisture and Other Deleterious Effects Before and After Opening Container—Colorful Design of Boxes Offers Opportunities for Effective Display

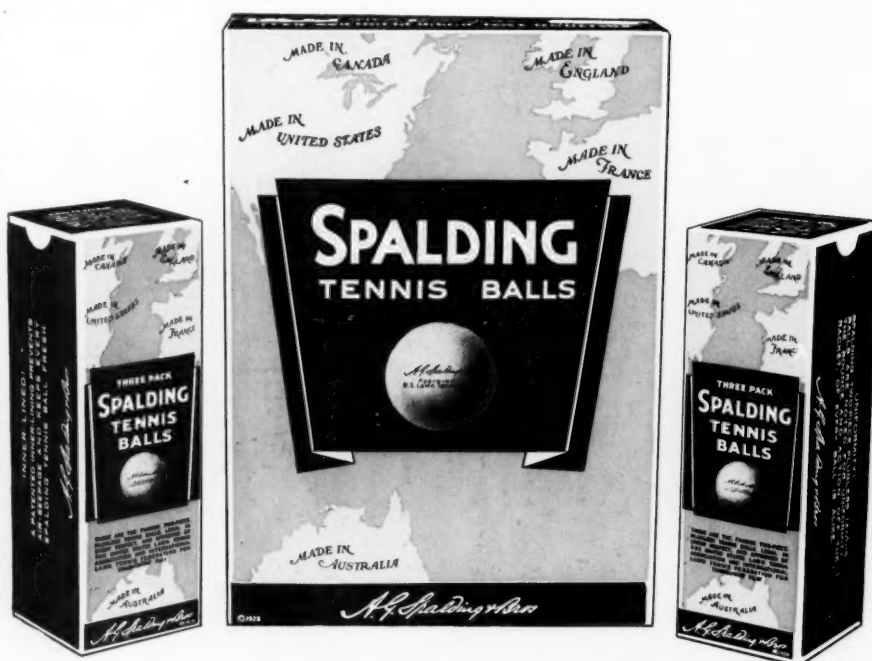
THE importance of added protection, convenience and attractiveness in boxes, as part of a merchandising plan to increase the sale of goods, is evidenced by the appearance of new cartons and outside containers for Spalding & Brothers and Wright & Ditson tennis balls. Each individual carton contains three balls, the idea being based on the fact that most tennis players will purchase this number as a minimum at one time. Such a carton offers the added advantage to the purchaser of providing a convenient and protective receptacle in which to keep the balls when not in use.

In construction, the individual carton consists of an outer and an inner sleeve, each sealed at one end. The outer sleeve carries the printed design on ordinary carton board, as may be seen from the accompanying illustration and the reproduction, in color, which appears on the front cover of this issue. It will be noted that, in addition to the attractive color scheme, trade mark, design of copy and typography used, mention is made of the patented inner lining which is provided to prevent air seepage and protect the life of the balls before and after opening the carton. The lining of the inner sleeve consists

of a thin layer of asphaltum (gilsonite) applied over the boxboard and covered with glassine. In this type of construction, contrary to the practice in the preparation of biscuit and cracker caddies in which every effort is made to keep it from the inner surface, the asphaltum is purposely displayed so that the purchaser of the tennis balls appreciates the fact that

pellung window and store displays. The light weight stock used in these containers is purposely selected to lighten freight charges, and at the same time the board used is heavy enough for the purpose as the sturdiness of the individual cartons lends the needed firmness to the containers.

This container is a substitute for a solid box with nests to hold twelve balls which was formerly used. The solid box had a score card pasted in the under side of the cover but this is now printed on the container at the same time as the rest of the sheet, thus saving a printing as well as a pasting operation. The present score card, therefore, appears



Protective carton and container used by Spalding & Bros. for tennis balls

care has been taken to protect the merchandise. While giving the balls this protection, the outer sleeve or carton slips easily off the inner sleeve so that the balls may be examined by the purchaser before leaving the store. This feature, moreover, enables the dealer to make a sale when he receives a call for fewer than three balls.

Four of these three-ball cartons are packed in two-piece folding telescope boxes which serve not only as containers for twelve balls but also, because of their striking and colorful designs, afford attractive and com-

on the bottom of the container.

Both cartons and containers are furnished flat and are assembled and sealed at the plants where the tennis balls are packed. In appearance, in compactness and in general efficiency and utility, the new units far surpass the old and mark a decided advance in the adoption of modern distribution ideas as applied to packaged merchandise.

Similar cartons and containers, as shown on the opposite page, are used for the Wright & Ditson tennis balls. The packages illustrated are products of The Robert Gair Co.



Showing old and new methods of packing Wright & Ditson tennis balls

They Knew What They Wanted

(Continued from page 37)

moisture after the liner or inset has been cut for the removal of the contents.

Symmetry, a well-blended color scheme and the nicety of design in trade mark and other decoration as combined in these canisters produce most effective displays for counter use in the store as well as decorative and convenient containers for home use. They are containers that immediately attract, and combined with their corresponding cartons form packaging units that are outstanding in the design of packages for food products. The folded carton is of specially treated straw board, varnished, printed, and with tuck-in top and bottom. A space between the inset liner and the upper edge of the canister permits the placing of a circular instruction insert as well as a sample, in a glassine envelope, of the company's other products. A measuring spoon of lacquered brass also accompanies each package. It is of interest to know, in connection with the construction of the canister and its accompanying top, that each is made by a separate company from separate drawings and a perfect fit obtained. Likewise, the color match of each top and its corresponding

canister—the brown which characterizes the coffee package and the Chinese lacquer red of the tea package—is effected.

Following the refining of each product, the crystals are fed through an automatic weigher which measures accurately the required 80 grams into each canister, which is filled in an inverted position. A circular bottom or seal is then placed on the filled canister and beaded. After the lithographed tin top has been added, the canister is carefully inspected and placed in the carton, and the package is ready to be packed for distribution. Corrugated boxes, each holding 12 packages, are used for the latter purpose. The entire operation of filling and closing the canister and placing it in the carton is performed at the rate of 40 per minute.

EQUIPMENT AND SUPPLIES

Weighing machine: Scale and Machinery, Inc.
Crimping machine: Tulip Cup Corp.
Canisters: Tulip Cup Corp.
Lithographed caps: Tin Decorating Co.
Cartons: Chemical Paper Manufacturing Co.
Shipping containers: Hinde & Dauch Paper Co.

The result of the effort of Fineart Foods, Inc., in their consideration and adoption of an outstanding and original package establishes an example that can well be followed by manufacturers of other food products and commodities. Today the acceptance

of an ordinary design, shape or style of container by a manufacturer defeats what is recognized as one of the most powerful factors in modern merchandising, the ability to create the right first impression for a product. In presenting unique and highly attractive containers for its products, Fineart Foods, Inc., has earned a top-notch place among package users.

Containers for Figs

PORTUGUESE figs for export, after being dried on mats in the sun for 8 to 15 days, are brought in sacks or mats to the packing houses in two-wheeled carts or on donkeys' backs, according to *Commerce Reports*. In some cases the growers have attempted to do their own selection and packing of the various grades, but exporters have found that such packs cannot be depended upon and insist on doing the packing in their warehouses.

In general the fruit is not passed through water or cleansing solution, but is packed as received, although some figs of "fleur" grade for shipment to Brazil are washed. Manipulation in the preparation of "fleurs" and "demi fleurs" is very simple, consisting merely in pressing the fig into a flat dish shape; for the "comadres" there is no manipulation, the figs being simply pressed in bulk into the container.

The common container for Portuguese figs is made of palm matting, called a "tapnet." A tapnet of figs weighs 15 kilos, and four tapnets are wrapped together for exportation in a matting called a "seron;" thus, a seron contains 60 kilos. The great bulk of Portuguese figs exported are packed in tapnets and serons, and the manufacture of palm matting for this and other purposes is an industry of some importance.

Cellophane Decreases Price

A new scale of prices on Cellophane has been announced by the Du Pont Cellophane Co., Inc., effective June. This is the fifth reduction in the price of Cellophane since the Du Pont organization started its manufacture in 1924. At that time the cost was 127 per cent higher than it is today.

EDITORIAL

The New and the Old

“WE do not make changes for the sake of making them, but we never fail to make a change once it is demonstrated that the new way is better than the old way. We hold it our duty to permit nothing to stand in the way of progress—in the way of giving better service with all that follows in wages and prices.” So speaks Henry Ford in discussing the philosophy of the new Ford car.

We constantly find examples of changes at packaging plants—additions in equipment that total, in expenditures, thousands of dollars. These are not installed because of a whim or a desire to beautify the several establishments. They are changes made because “the new way is better than the old way,” and through these changes the manufacturers are enabled to obtain stronger and better packages, greater and more efficient production and other economical advantages.

Producers of packaging machinery are not in business to merely supply parts to machines already installed or to take orders for equipment that is fashioned after a few standardized models. They, too, must follow the policy of progressiveness and meet the demand for better and more serviceable equipment. And this is being done, as evidenced by such installations as above quoted.

Not infrequently we hear some manufacturer say, “We’d like to do this job with a machine—it costs a heap to turn out the work by hand, but there’s no machine made that’ll do it.” Perhaps so, although we venture the guess that the proposition has not been fairly presented. True, production may be too small, the cost prohibitive or any one of a number of difficulties may prevent an immediate solution, but seldom is it because a machine has not been or cannot be made.

Raising Standards in Packages

A study of packages as found in several New England department stores was briefly presented by E. E. Brooks of the Dennison Manufacturing Co., before the recent convention of the National Association of Paper Box Manufacturers. While Mr. Brooks’ paper did not attempt to detail the findings of that study, several points were brought out that merit the careful consideration of users of packages.

Many packages were found unsuited for the purpose for which they were intended, many were actually detrimental to the sale of the goods they were expected to sell. Others were so costly that they added too much to the selling price, some were so poorly made that a large percentage were broken in transit. Then there were those that were not attractive enough to meet the competition

offered by packages of foreign make. And there are undoubtedly many other criticisms that can be made that were not included in the above-mentioned paper.

Surveys such as these cannot fail to be of help to all of those concerned with packaging and it is interesting to learn that other similar analyses are under way. The public indicates its approval of a package by purchasing the same in quantity, so that the opinion of the retailer as to those packages that are most acceptable to the public is of a very definite value. Extending the work further and obtaining the cooperation of designers, carton and box makers, machinery manufacturers and supply concerns, it is possible to arrive at conclusions that, when put into effect, will result in the raising of standards for packages.

An Opportunity for Leadership

DURING the past year, writes Waldon Fawcett in the *Magazine of Wall Street*, there has been a deepening conviction on the part of forward-looking forces in industry that in design development and the exploitation of the applied arts lies the one best avenue of escape from over-capacity and over-production.

The realization of the truth of this statement is not entirely new to those who have given thought to the full significance of packaging and the utilization of packages. One has only to call to mind any number of commodities that can today be regarded as necessities—merchandise that would sell without any individual promotional effort—and consider the increase in sales that has been possible through the use of outstanding packages, to appreciate the part that has been played by ornamental or decorative design.

Original, outstanding and pleasing designs, as represented by so-called modernism and other schools of art are accepted in their application to everything—“from motor cars to bottled perfumes.” Such designs carry with them a hall-mark of quality and an expression of good taste which combine to establish or determine value in the minds of purchasers. Among packaged goods we find identical products, placed in similar containers and displaying dissimilar designs that receive entirely different reactions. The more acceptable designs are in increased demand while those that lack appeal are stagnant or require expensive promotional effort to keep up with the sales procession.

“We can’t improve the product but we’ve improved the box” was first announced by a manufacturer many years ago, but in those days production and not distribution was the vital factor. Today we see not only the utilization of the package itself in display but its reproduction and exploitation in almost every form of adver-

tising as a means of selling the contained merchandise.

Industrial art in the United States is speedily progressing and is far flung in its applications. In its adaption to packagery we have, true, outstanding designs but there still remains an opportunity for improvement among certain groups that have heretofore regarded the package from a strictly utilitarian viewpoint. It remains to be seen if package users as a class will assume the leadership in designs that increase distribution.

Directions for Packages

NO doubt many of us have at some time or other become exasperated with misleading, incomplete or redundant directions as they appeared on a package. As recently suggested by Amos Bradbury in *Printers' Ink*, there is "a fine chance for some human, friendly, readable stuff in place of the complicated, tricky, stilted and often misleading material which now appears."

In making or presenting simple directions, two purposes are served, both of which are of distinct advantage to the producer of the goods. First, the purchaser is enabled to make use of the contents of the package with dispatch and this secures an immediate reaction usually favorable.

For the most part, directions, recipes and other more or less instructional material on a package or label are relegated to the undisplayed side of a container. Ordinarily such information performs no function insofar as the appearance of the package is concerned; in fact, it often detracts, and particularly so when the entire space is filled with badly selected type that offers a poor contrast to an attractive design or illustration. Such practice is not unlike the youth who carefully polishes the toes of his shoes and neglects to remove the mud from the heels. By the selection of simple directions the manufacturer can reduce the space required for type on his label or carton and thereby enhance the appearance of his package.

Particularly among designs of the newer packages as well as in the redesigns of the old, we find a simplification in this direction. The trend is more toward pictorial expression on the package itself. If, as in some instances, elaborate directions are required, they can best be expressed in the package insert or pamphlet, but even here they should, above all, be understandable.

The Ingenuity of Package Design

USERS of packages can take heart in the statement of Dr. W. G. Campbell, director of regulatory work, United States Department of Agriculture, that the Government does not seek to prevent the exercise of taste and individuality in the form of containers even though their outline or dimensions somewhat belie the quantity of their contents. Two groups of package users are directly affected by this end to an uncertainty on the part of the Federal authorities: those who have made a practice of dressing up their goods so that the package itself would be regarded by purchasers as a trade mark, and those who have exploited the so-called

double-purpose container. Principal among the former is the confectionery group, while the latter includes not only confectionery manufacturers but makers of gift articles such as small wearing apparel, jewelry and so on.

The credit for such an acknowledgment is due to the National Confectioners' Association who recently secured the promised immunity for such packages at a conference by the Committee on Agriculture of the Senate, following the approval of the Deceptive Package and Slack-Filled Container Bill by the House last March. An attempt on the part of the Flavoring Extract Association and the Glass Container Association to obtain a similar expression was only partly successful. As stated by Dr. Campbell: "The amendment, if approved, will not be one that undertakes to outlaw panel bottles *per se*, but only bottles, whether they are panel or otherwise, that are so shaped and formed as to create a false or misleading impression on the consumer."

The value of an attractive container as a merchandising asset has been generally recognized. Conceded, then, that packages actually sell or aid to sell goods, they form a very definite part of the distributive scheme in the economic life of the country. Having almost successfully solved our production problems, we of this country are now bending our efforts toward the economics of distribution. There are already enacted several rules and regulations which make specific requirements for the labeling of containers, so that the buyer is able to learn what weights and measures he receives with his purchase, and is thus protected from fraud. Such provisions, it would seem, are sufficient and, if not, it should be possible in the event that questions regarding shape and content volume are again raised that further stipulations could be made which would in no way effect the ingenuity of package design.

Possibilities in Group Containers

THERE are suggestions galore, for the manufacturer who is packaging his products, in the various types of boxes that are being offered by gift and art shops for individual use. Matched sets, boxes with removable partitions, the "closet ensemble," and many others offer a pleasing variety in color schemes and shapes. It is none too soon to think about such containers for fall showings and the Christmas holiday trade.

We venture to state that there are but few package users in the several groups represented by our readers who cannot profitably make use of a single container for several of their products or for a number of packages of a single product. Such a treatment or assembly of individual packages is of advantage in that it enables a greater distribution of such items and, where a particularly attractive package is offered, the container, if carefully selected, serves as a promotional setting for greater sales of the package.

In a forthcoming issue we intend to publish an article dealing with the details of such containers, believing that a more extended use can be adopted to advantage.

The Packaging of Salt

Cartons Used by Diamond Crystal Salt Co. Meet Demand for Convenience and Include Round Paper Cans, Rectangular Packages and Bags for Retail Trade—
Summary of Operation and Equipment

By JOSEPH J. GANNON

Diamond Crystal Salt Co.

OUR present method of packaging is the culmination of thirty years of study and development. With a product like salt, the package is only second in importance to the purity of the salt.

Salt, in the beginning, was sold only in barrels, half-barrels and sacks. Twenty-five years ago, package salt was practically unknown, but with the advent of the small apartment and the hand-to-mouth buying the popularity of package salt has increased until today a large part of all the household salt is bought in small cartons varying in weight from 1 1/4 lb. to 4 pounds.

The package brought with it many merchandising and advertising problems; the color of the carton, the trade mark, the slogan, the protection and the preservation of salt against contamination, the size and the pouring device all become vital issues.

The Diamond Crystal Salt Co. was the first salt company to put their salt in small cartons. This began in a small way thirty years or more ago and met with such favor that it is

now one of the best sellers in the salt field. Our present Shaker Salt package is nationally known and adver-



The tight-wrapped "Diamond" package

tised as Diamond Crystal Shaker Salt. In addition to our Diamond

Crystal Shaker Salt, we also manufacture Diamond Crystal Cooking Salt put up in round cans and Diamond Crystal Table Salt put up in rectangular packages of various sizes. All Diamond Crystal Salt is made by a patented continuous process and is packed direct from the pan without the salt having been exposed or handled in any way. The purity and cleanness of Diamond Crystal Salt for use in the manufacture of food products as well as for domestic use is such a factor that the greatest possible care is taken to prevent it from being contaminated in any way by dust or dirt or any foreign substance. In many cases, salt is made and then put in large piles for storage and packed only as required. Diamond Crystal Salt, however, is packed direct from the process to avoid any possible contamination.

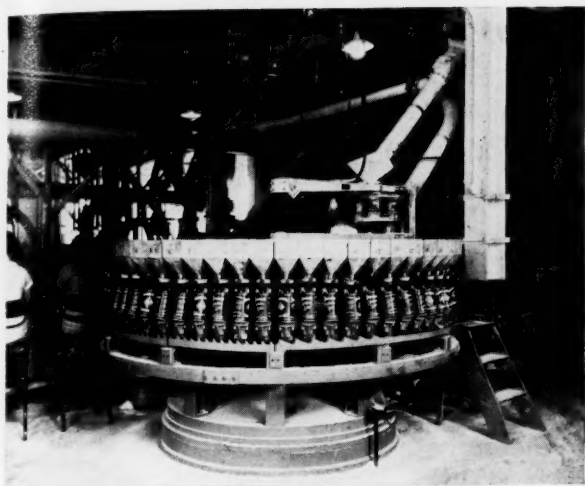
The sale of salt very naturally divides itself into two classes of trade. First, the manufacturing trade. This includes creameries, bakeries, cereal plants, self-rising flour mills, etc. Salt for the manufacturing trade is all



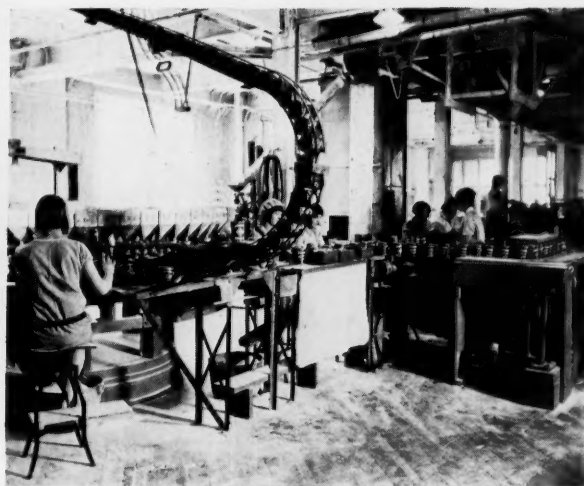
Filling, sealing, weighing and wrapping equipment



Filled rectangular cartons are packed in cases



Round can filling machine and empty carton feed



Filled cartons are automatically ejected from machine

sold in barrels, bags, or bulk. Second, the retail trade. The salt for this trade is put up in both the round and square packages and small bags.

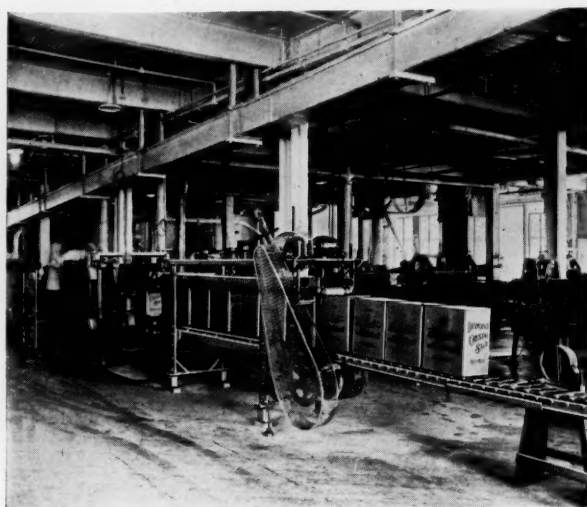
ALl our round cans are made in our own factory. Paper for the tubes is bought in large rolls 60 in. wide and 50 in. in diameter. This paper is then slit into strips 5 in. wide and rewound. These strips are then wound three ply at one time on a tube-winding machine with one course of glue and one course of asphalt used as an adhesive which makes the tube water-proof. These are wound tightly on a machine known as the tube winder. From this tube-winding machine, the tube travels by gravity to a cut-off machine where the tubes are

cut into lengths for the cans. The tubes are then passed through a current of air to insure absolute cleanliness and then conveyed to drying bins where they are thoroughly dried before going to the capping machine.

The paper for the caps is bought in large rolls and slit the same way as the tube stock and is then duplexed with asphalt, making a two-ply water-proof top and bottom. These rolls are then put on an automatic feed press where the tops and bottoms are made. They travel automatically to the capping machine where these tops and bottoms are put on to the tubes automatically at the rate of approximately 100 per minute. From there they travel by a conveyor to an automatic labeling machine where the

boxes are labeled. From the labeling machine they travel by a conveyor direct to the filling machine where they are filled through the small opening at the top which is provided for the inserting of the pouring device. From this same machine, they are passed over an automatic check-weighing machine where packages varying $\frac{1}{8}$ oz. either way are thrown out and reweighed.

The pouring device is then inserted while the cans are being conveyed to the packing table. Also the seals are put on over the pouring devices on the same conveyor. The boxes are then carried by a conveyor to the packing table where they are packed into solid fibre shipping containers. After these boxes are packed they



Sealer for solid fibre packing cases



Trucks move packed cases for shipment

move forward by gravity to an automatic top and bottom case sealing machine. From there they are loaded on the platform and taken by electric lift trucks to the cars or storage.

The rectangular packages are sealed, filled and weighed on a Ferguson carton sealing machine. They



Round "Shaker Salt" package

travel direct from this machine into a Stokes and Smith tight-wrapping machine. This machine applies the labels and delivers the cartons to a table packing at the rate of 60 to 65 cartons per minute. The cartons are then packed into solid fibre shipping containers and moved by gravity into a Standard Automatic Sealing Equipment Co.'s case sealing machine.

EQUIPMENT FOR CANS

Tube winding machine: Pneumatic Scale Corp.
Tube cut-off machine: Pneumatic Scale Corp.
Cover press: Pneumatic Scale Corp.
Labeling machine: Pneumatic Scale Corp.
Filling machine: J. L. Ferguson Co.
Check-weighing machine: Elder & Robinson Co.
Case sealer: Standard Sealing Equipment Corp.
Cartons and shipping cases: Consolidated Paper Co.

All small bags are filled by direct flow gravity weighing machines and sewed with special sewing machines which handle the bags at the rate of 40 to 50 per minute. These small bags are then packed in barrels or bags for delivery to the retail stores.

Washington Correspondence

THE increased use of cartons for sanitary reasons in packing butter for retail sale is considered advisable by health officials in 106 of 117 cities, according to a special survey being made by the Bureau of Agricultural Economics, United States Department of Agriculture. These officials declared that cartons lessen the likelihood of contamination both in the home and in the retail store, and are a means of checking the absorption of undesirable odors.

The department's inquiry is part of a general survey dealing with the merchandising of farm products by cooperative marketing organizations. Various merchandising methods are being studied with a view to emphasizing practices in the interests of both producers and consumers.

IT has just been announced that the users of cans, represented by the preservers and packers of fruits, fish and vegetables, are to be circularized by the Department of Commerce in cooperation with the National Canners Association, in an effort to ascertain whether or not there is a possibility of eliminating some sizes of these cans which are slow making and serve to tie up capital of producers, wholesalers and retailers. It is stated here that in the opinion of officials of the Bureau of Standards this move on the part of conservation is considered for the reasons stated very necessary at this time.

DISCUSSING standardization problems before the convention of wholesale and retail grocers' associations at New Orleans, La., on June 12, George K. Burgess, director of the Bureau of Standards, pointed out several ways in which the packaging and container features of simplified practice may be brought about in the interest of all parties concerned. Enumerating definitely just what is being done in this field, he pointed out the following:

(a) Simplifications completed of interest to grocers:

No. 10 Milk bottles...	49 sizes to	4
Milk bottle caps.	10 sizes to	1

No. 41 Insecticides and fungicides packages.....	38 sizes to	21
No. 42 Paper grocers' bags.....	6280 sizes to	4700
No. 70 Salt packages.	35 sizes to	19

(b) Simplifications now under way:

Tin cans for fruits and vegetables. Glass jars for jellies, preserves, etc. Containers for vegetable shortenings.

(c) Simplifications possible in this field:

1. Containers of all kinds, i. e., boxes, barrels, crates, wood-fibre or metal pails, butter and other tubs, bottles, jugs, etc.

2. Package sizes

Many lines are put up in too many package sizes. Analysis of quantities normally used by average family would show what package sizes are most desired, and a review of present package sizes against that information would show where certain sizes might well be eliminated with benefit to manufacturer, wholesaler, jobber and retailer.

3. Food products

Standards of size might be adopted by packers and others for olives, pickles, peas, walnuts, etc., that would eliminate confusion in the public mind due to different packers using different standards of size for the goods they put up.

"Manufacturers, wholesalers and retailers cannot fail to recognize the potential advertising value of a statement in their sales literature to the effect that certain staple materials sold by them are guaranteed to conform to certain well-known specifications. The more progressive of the manufacturers and merchants realize that an effective method of taking advantage of the publicity given in the formulation and promulgation of nationally-recognized specifications is to advertise that their products comply with these specifications.

"Advertising which identifies one or more trade-branded articles of a manufacturer as complying with the requirements of certain nationally recognized specifications, is not to be considered a substitute for trade-brand advertising, or for any phase of trade-brand sales promotion work, but supplementary thereto.

"It is to be understood, of course, that the labeling system referred to

(Continued on page 46)

Sugar Coating the Pill

Adoption of Fancy Paper Coverings and Edgings and Hinged Tops for Set-up Prescription Boxes Offers Opportunity for Distinction in This Type of Container

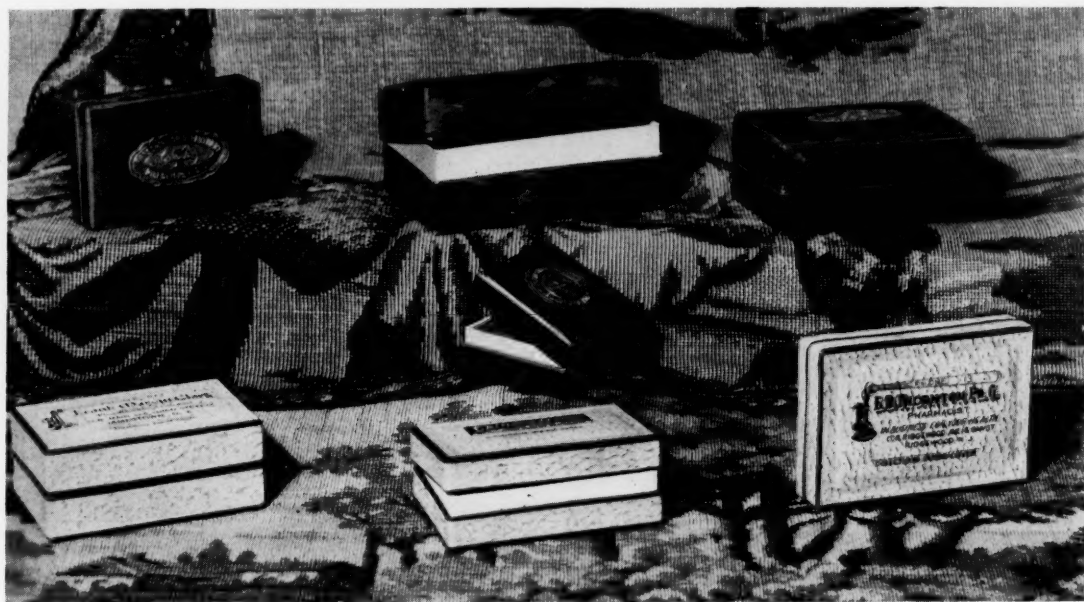
THE transition of the early "chemist's shop" to the present-day drug store represents a cycle of change that is perhaps unequaled in commercial endeavor. The spacious quarters formerly occupied by the "Prescription Department" have gradually been encroached upon by the soda fountain, the confectionery counter and the space utilized for the display and sales of household goods, feminine foibles, toys and various merchandise, so that, in the average drug store

the credit of the latter packages that in many cases among the more recent additions there is a tendency toward pleasing design and display!

It does not seem strange that this trend should manifest itself in the treatment accorded to such well-known drug store accessories as pill and powder boxes. An attractive box receives greater attention, so that it is fair to assume that such a container will not only serve as an encouragement to the patient to take the prescribed doses at regular inter-

vals but will also indicate a progressiveness in merchandising on the part of the druggist. The label with directions is placed inside the cover where it always remains clean and readable. When a prescription is to be refilled, the same box can be used over and over many times and as a result is less expensive.

Of the sample shown, the Gold Edge, Firencia and Silver Edge, Operatone boxes have inlay seals which are stamped directly on the finished boxes while the others—



Background: Gold Edge, Firencia boxes with inlay seals stamped on finished boxes; foreground, Dark Blue Edge, Silver Crest boxes with printed tops

of today, prescriptions account for the smaller proportion of the total business transacted.

It is in the drug store that one sees what is probably a greater contrast in packages than in any other trade establishment. Here we find color and attractive design in containers of all sorts on counters and in show cases and windows, while for the most part the sedate, stereotyped and often formidable patent medicine packages are relegated to shelves. Be it said to

vals but will also indicate a progressiveness in merchandising on the part of the druggist.

The accompanying illustrations show a number of fancy paper-covered pill and powder boxes that have found a ready acceptance among the better stores throughout the country. These are set-up boxes made on machines of special design and incorporate several features not to be found on the ordinary boxes used for such purposes. The boxes are hinged so

designated as White Edge, Spanish Leather; White Edge, Linen and Dark Blue Edge, Silver Crest—carry the printed name and address of the druggist. Each of the series of cover papers offers a selection in colors and these are combined with well-matched edgings. The boxes illustrated, as well as the data relating to them, were furnished MODERN PACKAGING through the courtesy of T. James Clark. Cover papers used are supplied by Pinco Papers, Inc.



In the boxes shown in this group three varieties of cover papers are used. From rear to front the boxes are designated Silver Edge, Operatone; White Edge, Linen, and White Edge, Spanish Leather

WASHINGTON CORRESPONDENCE

(Continued from page 44)

is based on certified compliance with nationally recognized specifications and is not to be confused with the many systems now in operation involving labels, the exact significance of which is seldom understood by the 'over-the-counter' buyer who is therefore somewhat inclined to discredit all labels.

"Several manufacturers and groups of manufacturers are already applying the labeling system. One of the manufacturers makes three grades of liquid soap. One grade is said to exceed the requirements of the Government specification by a certain percentage, and is priced accordingly; another grade, which is said to 'answer every average requirement,' is sold at a price somewhat less than that asked for the Government specification soap.

"Among the staple commodities for which specifications might well be used are those that can properly be handled on a mass-production, mass-distribution, mass-consumption basis. Through competition the well-known economies realized by manufacturers from concentrating production on one standard line of goods rather than on many lines are passed along to the wholesaler, the retailer and the general public.

"An important step in expanding the mass-production, mass-distribution, mass-consumption idea is represented by the use of self-identifying, quality-guaranteeing labels for bringing to the attention of small-quantity, 'over-the-counter' buyers commodities manufactured on the mass-production basis to comply with nationally recognized specifications."

IF present plans of the Forest Products Laboratory of the United States Department of Agriculture are carried out successfully in the near future, wood chips from the rosin industry may come into use for the making of a grade of paper to be mixed with pulp board for containers of various kinds. This by-product, now practically valueless, by this method and the proper treatment could, it is believed, be made into a very satisfactory container product.

The following text of a statement issued by the Department of Agriculture will indicate just what its plans are and how the officials look upon this matter:

Extracted wood chips which are the by-product of the rosin industry in the South will give medium-grade pulps suitable for the production of composition boards and the cheaper grades of kraft or wrapping papers, but are unfit for the production of strong first-quality papers. This is the conclusion reached following a series of experiments on these chips.

Among the particular conclusions developed by the laboratory's experiments are: That the rosin extraction process destroys

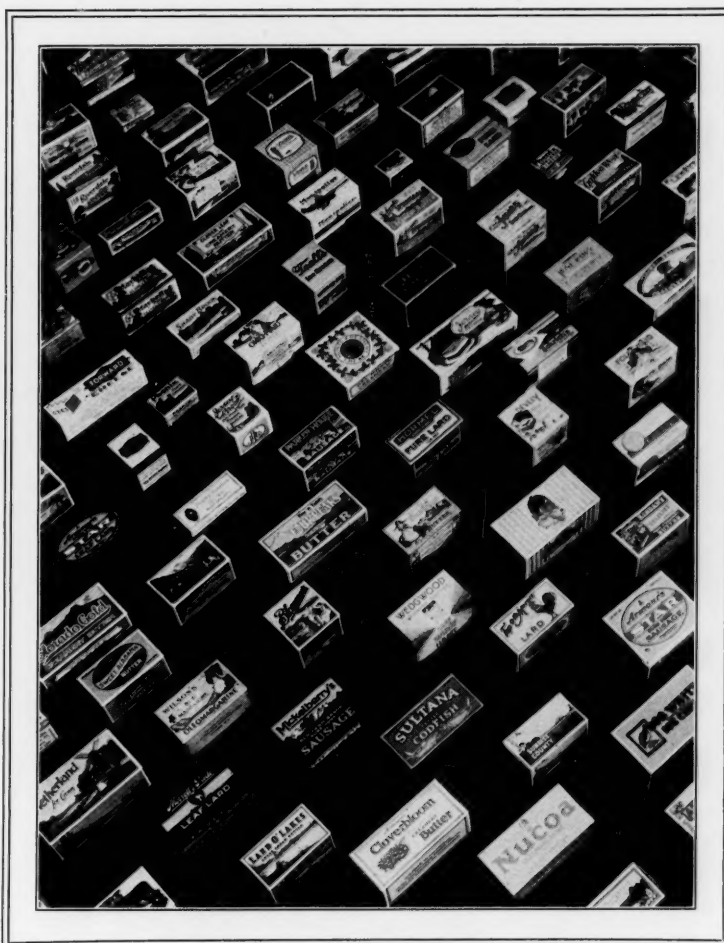
certain wood components which appear to influence pulp quality; that the strength qualities of the extracted-wood pulps are inferior to pulps from unextracted wood; and that the quality and yield of the extracted-wood pulps can be improved by pulping mixtures of green and extracted wood.

The experiment shows that the pulp from chips extracted by the methods now employed is limited in its use to the lower grades of wrapping paper or to mixed pulp boards of the container type. It is possible, also, that this pulp may be adaptable for use in certain types of paper or composition board specialties, or in numerous paper products in which the use of high quality kraft pulp is not necessary, but a pulp of medium strength is required.

National Confectioners Meet

MORE than eight hundred active and associate members of the National Confectioner's Association attended the 45th annual convention held at the Stevens Hotel, Chicago, June 4-8, 1928. Besides the several sessions at which papers relating to the several problems of the industry were read and discussions given, a number of exhibits of manufacturers supplying equipment to the trade were shown. Among the latter were the following: U. S. Foil Co.; Tin Decorating Co.; Mason Box Co.; Hampden Glazed Paper and Card Co.; Package Machinery Co.; American Can Co.; Bendix Paper Co.; C. H. Forsman Co.; Keller-Dorian Paper Co.; Wood, Nathan and Virkus Co.; Ketterlinus Litho. Mfg. Co.; Aluminum Co. of America and Milwaukee Label and Seal Co.

A Sutherland paraffined carton + a wax or parchment paper wrapper = clean untainted protection for your product.



None but sanitary methods and materials govern the production of Sutherland paraffined cartons.

Summer Months *and* the Paraffined Carton

THIS is the time of the year that certain foodstuffs require most sanitary and protective packaging. Many products find the paraffined carton an ideal container for transporting original purity and sweetness through to the consumer's table. Through its use, butter is prevented from taking up outside odors, ice cream is delivered free from contamination, cheese maintained in a moist palatable condition, and the original freshness of seafoods prolonged. Meat products, oleo-margarine, lard and other perishable foodstuffs enjoy extensive summer sale through the simplified handling and assurance of purity that a paraffined carton affords.

Sutherland

PAPER COMPANY

Kalamazoo, Michigan

Largest Manufacturers of Paraffined Cartons

Ball Bearings in Packages*

Dressing Up the Product in Colored Carton Proves of Definite Value in Advertising and Sales Work

By F. O. BURKEHOLDER

Ahlberg Bearing Co.

THE Ahlberg Bearing Co., Chicago, is not the largest manufacturer of ball bearings. As far as quantity production is concerned it does not attempt to compete with other leading manufacturers in its field. What it does pride itself on is the quality of its product. The refinement of high-grade ball bearings during the past few years, due to modern machinery and improved efficiency in production meth-

vidual carton in colors for the packing and marketing of its bearings.

The psychology of the package is that it implies quality. To the average user the package is the only visual evidence that this quality really exists. A poor bearing may be finished to look nearly as well as a good one, and by the same token a good bearing may look no better to the casual observer than an inferior one. Industrial buyers, however, as well as those in the general field, are rightly prone to assume that the manufacturer who is so meticulous about the appearance of his product when ready for the market is not likely to jeopardize his reputation by putting out an inferior article.

However, more than the mere psychological inference that a substantial and pleasingly designed package denotes a quality product within guided the Ahlberg Bearing Co. in determining this deviation from the usual ball bearing merchandising policy. The experience of nearly twenty years with ball bearing applications of every sort disclosed that in not a few instances so-called ball bearing failures were due to lack of care in installation.

The mechanic had, through carelessness, indifference, or lack of proper instruction, allowed grit or some other foreign substance to get into the bearing. Even though, nowadays, every good mechanic knows that where dimensions are figured in tenths of thousandths, as in a ball bearing, the smallest particle of grit will affect the free-running and detract from its life, it is still considered worth while constantly to remind him of the fact, and to take every possible precaution to insure correct handling.

And so the very appearance of the "CJB" package has helped to secure consideration from men in the shops, and tends to impress upon the mind

of the user the delicately precise, yet sturdy, character of ball bearings and the need for clean and careful handling. The label admonishes against removing a bearing from its wrapping until ready to install.

It may be recalled that for a period of over fifteen years the Ahlberg Company confined itself to the regrinding of bearings, and today, under the trade name "Ahlberg Ground Bearings," this product is cutting ball bearing replacement costs for fleet owners, factories, mines, mills, railroads and industries in general throughout the United States. For obvious reasons the use of "reground" bearings has been the subject of much adverse comment from time to time, and even today there are those who would take issue on the subject.



And Now!

Reground Bearings Boxed as Smartly as the Best of New Bearings

Investigate This Proposition!

A DISTINCTLY new step in the merchandising of reground bearings is the introduction of the Ahlberg "CJB" package. This new bearing package is a smart, sturdy, and attractive design, and it is the only one of its kind. It is a new, modern, and attractive design, and it is the only one of its kind. It is a new, modern, and attractive design, and it is the only one of its kind.

Ahlberg Bearings

THE AHLBERG BEARING COMPANY
11201 E. 29th Street, Chicago, Ill.

Announcing the extension of the package plan

ods, leaves very little margin by which the product of one manufacturer can excel that of another.

The management felt that advertising and salesmanship might be more effective if the product carried a distinctive badge of quality. Following the line of thought that "CJB" bearings were so good that they ought to look good not only on the shelves of an automotive parts distributor, but also carry their hallmark of quality into every industrial plant, the company adopted an indi-

* Abstracted from an article, "Colored Carton Gives Impetus to Sales of Ahlberg Ball Bearings," which appeared in the May, 1928 issue of *Class & Industrial Marketing*.



Mutually Creditable

Fine Machinery... Fine Bearings... the two are inseparable... mutually creditable.

M. J. G. DOWNS, in connection with A. E. Johnson Machinery Co., of Denver, manufactures ABC GRIP Gravity feeders for efficient, close-coupled power transmission.

As the illustration demonstrates, this system of a ball pulley system at close contact, reduces the maximum amount of floor space for really useful purpose and reduces the belt tension required.

The roller bearing system is made negligible by the use of CJB MASTER BALL BEARINGS.

AHLBERG BEARING COMPANY
11201 E. 29th St., Chicago, Ill.

Ahlberg CJB Bearings

Featuring a manufacturer who uses the packaged product as original equipment

The Ahlberg Bearing Co., however, has been successful in establishing a definite distinction between just a "reground bearing" and an "Ahlberg Ground Bearing." A standing invitation exists for either layman or engi-

Window Displays That Create Sales

[[The Fifth of a Series of Talks on Window Displays]]

IN these days of cold facts few sane display men will maintain that good ideas are born purely of inspiration. The truth of the matter is that the creation of an idea is usually the result of much labor and careful thought in dealing with the problem at hand.

There are times, however, when an inspiration which fits the problem perfectly comes to a creative organization. But even these inspirations require hard work before they can be interpreted into successful displays. First, the idea must be carefully checked back to determine whether or not it actually does fit the need in the light of the facts at hand; and

That in itself tells a story at a glance. That is a *Sales Suggestion*.

Next, it is reasonable to assume that practically every one educated in this country knows the legend of the Catskills. And

would lend himself to the building of an *Attention Getter*, it might have been spoiled by having the figure too small or too large for the background. Then, too, the whimsical little gnomes added force to the display without being dragged in aimlessly. The composition as a whole has unusual *Attention Value* aside from the striking colors in which it was painted and reproduced.

Working out these details required knowledge and experience.

It is obvious, then, that creating sound ideas by inspiration is not as easy as it may seem, even for a fertile brain. There are plenty of men bubbling over with ideas but few stand the ravages of the smart



Due to the great interest in this display, the illustration is being run with the analysis of it

second, the details must be carefully worked out and built around the idea. In other words instead of *building* with you must prove with facts.

The Gillette display represents one of these experiences. It came from where—nobody knows—just a shot from the blue while working on an entirely different thought. Then began the back-checking to determine whether or not it actually would sell razors and blades. It might have been Blue Beard or Solomon or Trader Horn, but none of these would have had any point, would have told a story. Rip Van Winkle, on the other hand, had a long beard through no choice of his own. He had not had a *real* shave, nor any shave, for twenty years because he had been asleep.

if not—well, the porter who was sweeping the floor in the Art Department spoke for this group when he said, "Gee, that old duck sure needs a shave!" It has an *Appeal* to and is understood by all classes. This analysis proved that the idea was sound and that it did tell a story. It remained then to work out the details.

The razor and blades were brought into the picture easily and naturally through the use of the gnomes who, according to the legend, haunted the neighborhood. This part of the picture, besides giving a prominent display of the products, further strengthened the *Sales Suggestion* and added to the *Appeal*.

While it was obvious from the start that this old character

advertising man, the critical dealer and the blasé public. From these observations we may draw the conclusion that no matter which way ideas are created, hard, cold facts must be brought into play before the public is let in on the story. The inspired display undoubtedly has a spontaneity which the belabored display lacks and, if carefully checked, will probably prove more successful than the "made" display. But it is equally true that the quickest and safest way is to build an idea on the facts.

This display is a creation of The W. F. Powers Company, Creative Color Lithographers, 30 Ferry Street, New York City. The details were worked out with the cooperation of the Gillette Safety Razor Company.

neer to visit the Ahlberg Bearing Co.'s plant, see the exact process and methods by which Ahlberg Ground Bearings are produced, and discuss impartially with the company's engineers the technical, theoretical and practical angles of this question.

And in the marketing of Ahlberg Ground Bearings, too, the package idea has been carried out. While this product has always been packed for distribution with the same care as a new ball bearing, it was not until



Hooking the packaged product to a well-known machine

January, 1928, that it was "dressed up" in a distinctive colored carton to take its place alongside the "custom built" CJB master ball bearing.

The new package has been advertised widely and the stimulus enjoyed has fully justified the slight additional labor and expense involved. With distributors, particularly, this new merchandising policy has created much enthusiasm. The package idea is prominently mentioned in advertising copy as one of the five highlights of the Ahlberg Bearing Co.'s distributor franchise.

Printing Machinery Manufacturers Effect Consolidation

ANNOUNCEMENT is made of the consolidation of the United Printing Machinery Co., Boston, with the Kidder Press Co., Dover, N. H. The merger also includes the National Machine Co., at whose plant in Dover, N. H., the products of the

United Printing Machinery Co. have been manufactured. The new company, which is to be known as the U. P. M.-Kidder Press Co., Inc., will continue the service of the Kidder Press Co. in the designing and building of special presses for a wide variety of commercial printing, in addition to this company's standard and

adjustable presses which have had widespread adoption among printers of wrappers and containers for various classes of merchandise.

Among the management of the new company are the following: Joel F. Sheppard, general manager; B. F. Upham, who will serve in an advisory capacity, and J. B. Gibbons, secretary.

Selling with a Display Box

Container Incorporates Colors Used on Individual Cartons and Is Designed for Convenience of Retailer

THE display box produced for the new Ace razor blade stropper is just as much a part of the advertising campaign, now being prepared for fall insertions, as any one of the advertisements. In the majority of stores it will represent the only tie-up, or display piece, exhibited at the point of sale. Window displays will lend their aid from time to time but they are temporary and afterward the display box must carry on alone. It holds one dozen of the individual cartons, which carry the Ace color scheme of red, green, black and gray. The display box naturally carries these same colors.

The box is received by the dealer folded compactly and slid into a plain manila cover, printed for identification only. When removed from this cover, the hinged stand is swung into position and the flap, which carries the message to be displayed, is folded up at the back. This is only a matter of a few seconds and because of its simplicity can be handled correctly by anyone without directions.

In a test campaign, which was run last spring, the popularity of the box with drug, cigar, hardware and department stores was proven conclusively. With a certain percentage of the profit from each instrument allotted to advertising, it was necessary to obtain a certain sales quota to make the advertising self-supporting. At the end of the fifth week of this test campaign, this quota had been bettered by 50 per cent. The sales reported during that time reached a figure slightly more than 10 per cent of the circulation of the newspaper which was used exclusively in the

campaign. Such a high percentage produced in such a short time, without any "build up," can only mean that the display box was doing its share of selling.

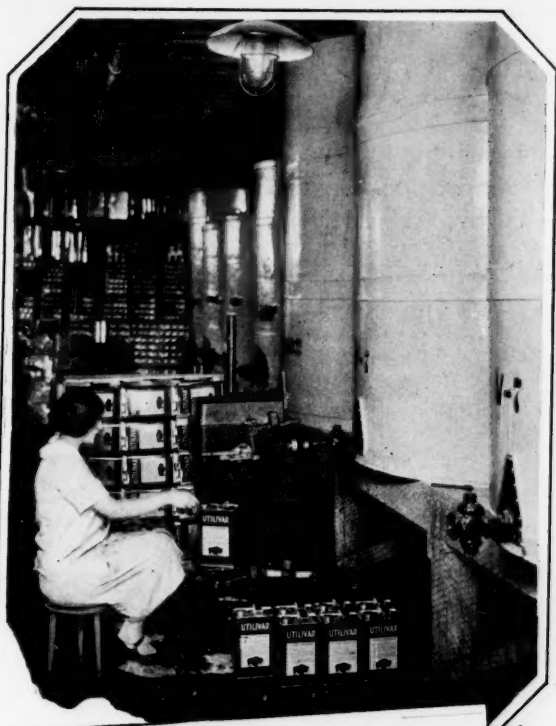
During this campaign there was a great demand for these boxes filled with dummy cartons for window display. Anticipating the same thing on the national campaign, now being prepared, a card has been made on which these dummy cartons are re-



Razor blade stropper display box and cartons

produced exactly as they appear nested in the box. This card is folded into the open box and gives the exact appearance of a full box, saving a great deal in the cost of cartons.

The box takes up very little room on the counter, but, being so colorful, it gets the attention of a display piece many times its size. The box was designed by Runcie L. Tatnall, Inc., and made by The Brown & Bailey Paper Box Co. for the Ace Hardware Mfg. Corp., Philadelphia.



*"cuts filling time in half
—is accurate—very much
pleased with Bruno E-Z
Kleen Can Filling
Machine"*

This is typical of the service that the Bruno E-Z Kleen Can Filling Machine is rendering in every plant where it has been installed. The letter reproduced here from R. F. Mahoney, Factory Manager, for McDougall-Butler Co., Inc., makers of fine varnishes and paints, tells of real achievement, real service.

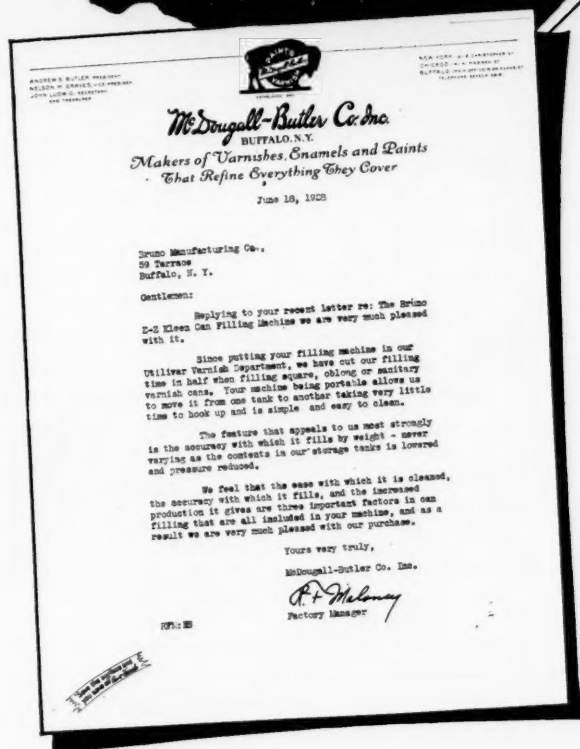
The Bruno Improved E-Z Kleen Can Filling Machine is the result of 18 years of specialization in one line of endeavor. Special features such as combination pressure control reservoir and filling head insure absolute accuracy in filling—regardless of height of supply tanks or feed line or amount of liquid in tanks. It is portable and can be easily and quickly attached to any tank outlet or feed line. Simple and fool-proof in operation—easily cleaned—extreme accuracy—all these are inherent Bruno features.

If your problem is filling liquids such as syrup, olive oil, lubricating oil, varnish, paint, shellac, disinfectants, liquid soap, medicines, polish, etc., consult with Bruno. We'll do for you what we have done for McDougall-Butler Co., Inc., and many others.

Write today.

BRUNO MANUFACTURING CO.
59 Terrace Buffalo, N. Y.

Eastern Sales Agents:
HODGE & DANA, Inc.
480 Lexington Avenue, New York, N. Y.



Manufacturing Management as Applied to Packaging—VII

Allowances Must Be Made for Certain Delays Inevitable in Machine and Hand Operations in Establishing Work to Be Done—Increase in Operating Efficiency Possible through Close Attention to Delays and Their Causes

By FRANK C. CHASE

E. R. Squibb & Sons

SO much attention has been given within recent years to the development of automatic packaging machinery that we sometimes lose sight of the fact that there is actually more packaging done by hand than by machine. This is not true so far as the actual number of merchandised packages, but rather in the number of small concerns, the money spent for packaging labor and the expense involved in the usual items of manufacturing overhead having a direct relation to the personnel and the output per unit of rent, light, supervision, heat and other contingent items. In other words, hand labor should not be ignored so far as establishing "best practices" are concerned.

In a previous article it was conceived that a worker accomplishes most when assigned a definite amount of work to be done in a given time. To carry out the idea it is of course assumed that time and job studies have been made. There is, however, a further assumption which has been stated as the Law of Motion Time by Alford, as follows:

"Within practical limits the times required by all expert workers to perform true fundamental motions are constant."

The law was discovered by Segur. It appears as an outgrowth of thousands of motion studies. Its value lies in providing means of determining the standard time for performing the various operations or therbligs and of combining the times for individual operations into a reasonable anticipated total even where the complete jobs may not be identical. Proper use of the law eliminates the necessity of many time and motion studies on individual workers.

Notice should be taken of the qualification "within practical limits." No two persons are identical in their response to sensual stimuli. Some react more quickly to sight than others. Some are "deft," accentuating the response to touch. But with all there is, primarily, a definite order of sensual influence which has become a law of psychology. Further than this, expertness seems to be based upon fairly definite time elements for performing the separate motions or therbligs.

Not only should the packaging supervisor recognize the law in establishing the work to be done but he should recognize it in the selection of personnel. Not long ago the writer visited a plant where considerable hand packaging was in progress. The nature of the articles was such that no machine, at least no standard machine, was available. Yet the volume of output was tremendous. Conversation turned along the lines of individual output. The packaging superintendent proceeded to point out some workers who were, as he termed them, "unusual," others who were "fair," and still others were designated as "mediocre." Now there is every reason to believe that his description of his help was true. But in his statement it was evident that he had failed to recognize the potency of the above law, in that there does exist a definite time that is humanly and humanely possible for the completion of the various motions. Furthermore, he was making no attempt to operate this law in conjunction with a law previously discussed, namely, the Law of Specialization of the Individual which states that assigning to each worker, operations both manual

and mental which he is particularly adapted to perform, improves the quality and increases the quantity of output. He had recognized the difference in output among his workers but had done nothing about it. In all probability investigation and trial would have made possible a shifting of the workers on different jobs until the resulting arrangement would have obtained "expertness" in the case of many of them. Possibly the release of some would have been necessary, but it is probable that little change in personnel would have been required.

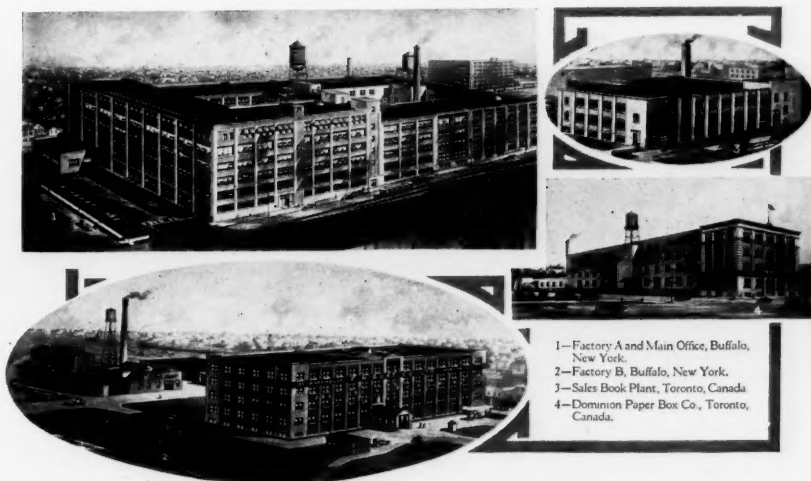
LAW OF DELAY ALLOWANCES

Barth expresses the law mathematically. It may be found in *Time Study for Rate Setting* by Dwight V. Merrick, page 64. Merrick made several thousand observations in connection with fatigue and variation allowances.

Elements to be considered are as follows:

1. Estimated minimum time study handling time for an entire cycle of operations.
2. The percentage that the minimum time is of the entire time.
3. The percentage that the minimum must be increased by to the reasonable total time.

HAND packaging or individual machine operations on packaging equipment, as for instance labeling bottles, involves delays which are inevitable and are not accounted for in a study of the separate motions of the operation. For instance, there are momentary pauses for rest, shifting of position due to muscular fatigue, attention to the machine made necessary by the nature or condition



F.N. BURT COMPANY, LTD.

Buffalo, N. Y.

FINE SET-UP PAPER BOXES

SPECIALIZING IN BOXES FOR

Turkish Cigarettes
Face Powder
Perfumes
Proprietary Medicines
Christmas Seals
Fancy Pens and Pencils

SEND US YOUR INQUIRIES

of the machine, preparation of material in or at the machine, disturbances of location and often several other factors contributing to delays. These delays should not necessarily be construed as all being either removable or otherwise. Some can be reduced or eliminated through motion and job study. Others are as much a part of the useful work as the actual therblig cycles. In any event they should be recognized and disposed of as seems best. If they represent a real part of the useful work proper allowance should be made for them in establishing "a definite amount of work to be done."

Many failures in bonus or piece-rate method of pay have failed because time studies were not thorough in a study of reasonable allowances. Costs are often false because if set up as standard on a careless time study which has ignored the necessary delays, the elapsed time per unit of production is greater than the study reported and consequently the standard labor costs (and some overhead items as well) are too low. The result is an apparent inefficiency and red figures in the profit and loss statement of that department.

The value of the law is not only that proper allowances can be set up readily but also that the mere collection of the necessary information invariably leads to a possible discovery of delays that should not exist. Every study designed with the idea of determining reasonable delay allowances should be undertaken with the idea of seeing what delays can be lessened through establishment of better practice.

Delays caused by fatigue can often be reduced by providing less tiring positions for the operator, placing the packaging material at a more advantageous position, making certain that good light and ventilation is available and by redesigning sometimes a part of the machine so that shorter and less tiring motions will result.

Delays due to the condition of the machine may sometimes be corrected by better maintenance or by some simple redesign of a part. Not long ago the output of a machine within the experience of the writer was increased through a close study of the

cam motion of a reaming chuck. The time required for the up and down motion of the chuck was much longer than necessary for feeding. Yet the other motions of the machine could not be speeded up. A recut of the cam decreased the delay and gave a 15 per cent increased output.

Some delays and packaging machinery are caused by the necessity of stacking working material into a machine. Magazines for cartons, labels, wrappers and so forth may sometimes be rebuilt to hold a greater number and thereby decrease the number of times per day that it becomes necessary to shut down for refilling them. It may be a paying proposition in some instances to assign to someone other than the machine operator the duty of keeping the magazine filled. Not always is it possible to continue operation of the machine while the magazines are being filled again but sometimes the type of machine permits it.

Delays that occur from "jams" or "spills" if uncorrectable can be allowed for in the setting up of the correct over-all time. However, there is usually a reason for this type of delay. It may be in the packaging material. Improperly scored cartons in inserting machines, wrong quality of paper for labels, poor neck finish on bottles or bad molds and thin walls—all of such defects cause delays that must be accounted for in costs or corrected. Naturally correction should be aimed at but allowance should be made until the trouble has been overcome.

It is astounding at times to read the report of a good time-and-motion-study man and discover how much lost time is really due, not to the nature of the work or to the type of individual doing the work, but to causes that are far from being unremovable. No greater impetus can be given to sporadic attempts at correcting such difficulties than to have the cost department work out the possible saving in a year's time based on the report of the time study, if these delays were eliminated. In one factory the report of possible saving showed that it would pay to hire a high-grade designing engineer to eliminate the delays. Such a man was secured and his salary was saved within a three

months' period. In other words, thousands of dollars had been thrown away prior to such a report as the result of a failure to recognize what delays were necessary to the work and what could be eliminated from the various operations involved.

American industry has been reported as being on the average only 35 per cent efficient. I question that the well-operated packaging plant can be accused of any such low figure. Undoubtedly the figure would be in the neighborhood of 70 per cent. It is not unreasonable to believe that between the plant paying close attention to delays and their causes and one ignoring either their existence or their removal there is a difference of 10 per cent in operating efficiency.

Coffee in Small Packages

THE units in which roasted coffee is packed have, until lately, writes the *Tea and Coffee Trade Journal* in a recent editorial, been fairly well standardized, one-pound containers predominating with some demand for two- and five-pound packages. Coffee has been sold to some extent in half-pounds in the Southern states but the volume is limited in this particular market.

While the coffee trade has been plagued with a multiplicity of sizes of containers, its problem as far as weights are concerned has been simple, compared with other industries. Now, however, comes the ten-cent package of coffee which adds still another size to the variety of coffee packages.

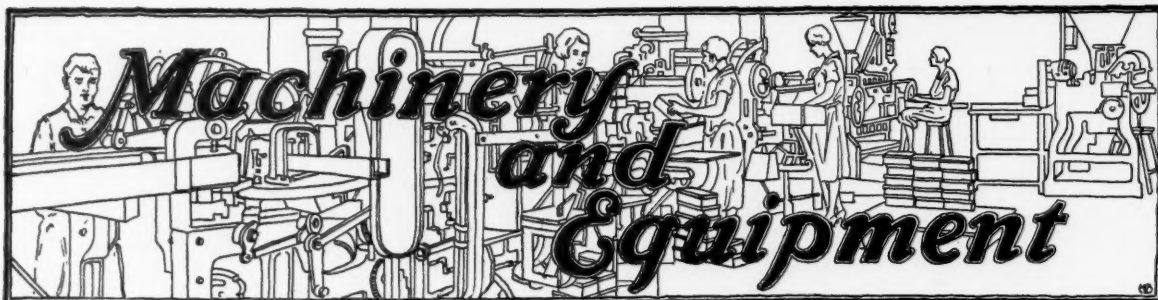
In the larger cities, particularly, there is a growing demand for food products in small units. The miniature package fits in with the light housekeeping, delicatessen style of living. Coffee in ten-cent sizes is already being sold in New York City, also tea and extracts are being offered to retail at ten cents.

Even though it further complicates his selling and packing problem, the progressive merchant will be quick to meet the demand for these smaller packages. If coffee and tea in small quantities fills a need in the economy of a certain class of consumer, the demand will grow.



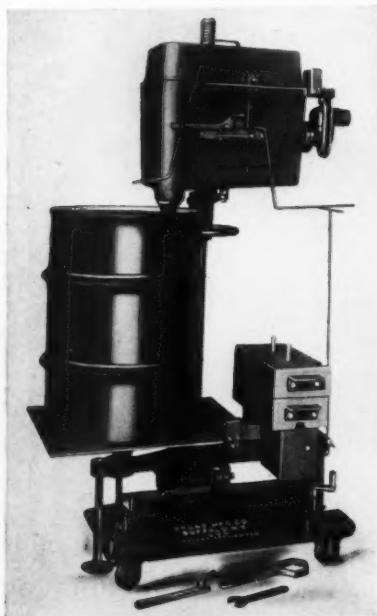
E. D. ANDERSON, Inc.
Automatic
Labor Saving Machinery
11 Park Place, New York





An Improved Universal Can Filling Machine

THE Bruno Manufacturing Co., Buffalo, N. Y., announces an improved model universal can filling



Filling machine extended for tank

machine, designed especially for filling any size or style container with syrup, olive oil, lubricating oils, varnishes, paints, disinfectants, liquid soap, polish or any other liquid of similar nature. The manufacturer claims simplicity and many other operating advantages for this machine which makes use of the combined pressure control reservoir and filling head principle to the filling of liquids.

The company further states: "Combination pressure control and reservoir and filling head insures absolute accuracy in filling, regardless of height of supply tanks or amount of liquid in supply tanks while filling.

"By removing the cover all of the

inside workings are exposed and can be removed in less than 15 seconds, leaving the smooth, inside surface of the reservoir easy to clean. There are no air chambers, pockets, crevices or sharp square corners. Flow of liquid is stopped at the extreme end of the combination outlet valve and filling nozzle, thereby eliminating any after-flow, spatter or drip. A simplified shut-off mechanism automatically shuts off the liquid when the correct amount has entered the container. Only one adjustment is neces-

use of small weights. Ready adjustment can be made for any size or style of container. A 55-in. screw column, threaded its entire length, permits raising or lowering of the combination pressure control reservoir and the filling head and also the balance to any height of feed line or tank opening."

A universal intake joint allows for a short connection to the feed lines or tank outlets at any angle. The joint is held together by a screw-clamp. Roller bearing casters permit easy moving of the machine from tank to tank or to various factory departments. The machine is made in several different models with a capacity of from $\frac{1}{4}$ pint to 15 gallons.

Slotted Container Stitcher

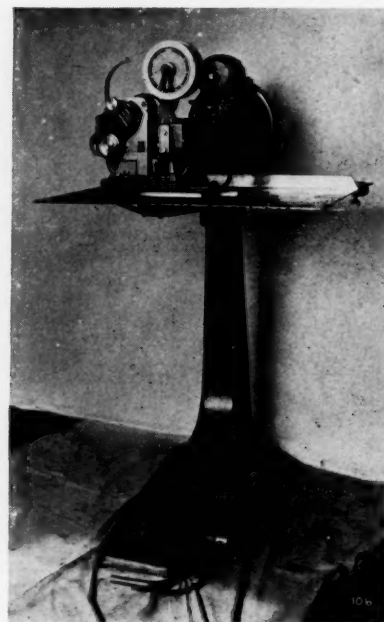
THE H. R. Bliss Co., Inc., Niagara Falls, N. Y., have placed on the market a new slotted container



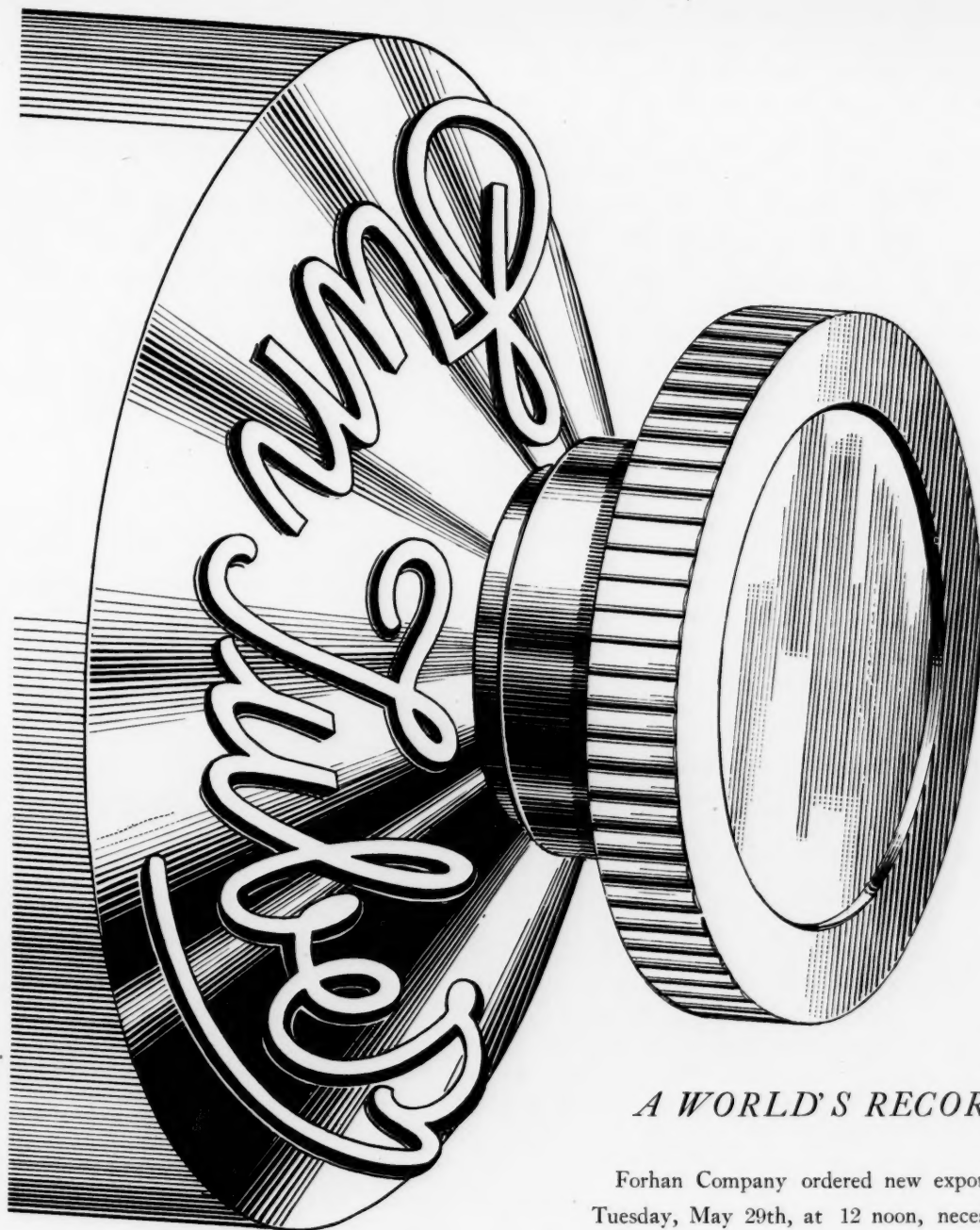
Universal can filling machine

sary to vary the degree of sensitivity. The control is by downward movement of the can platform. The machine makes no use of dry cells, storage batteries or electrical current.

"Balance is provided with a graduated beam and sliding poise, giving a fine degree of accuracy without the



Slotted container stitcher



HILLSIDE, N. J.

A WORLD'S RECORD

Forhan Company ordered new export tubes Tuesday, May 29th, at 12 noon, necessitating new shoulder tools, dies and plates. First delivery was received in their laboratory at 1 P.M., Thursday, May 31st, ten working hours later.

Frank J. Forhan
President

P. S. Forhan, and Ipana, demand this service from
Sun tubes.

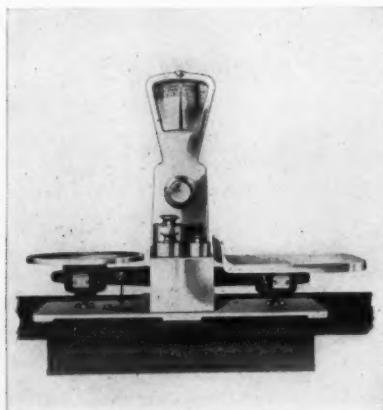
stitcher, equipped with a special table and a new style of clinching device for stitching side seams of slotted containers. The machine is made with 15-in., 25-in. and 33-in. throats. Standard heights are 45 in. and 50 in. from table to floor.

It is claimed that this stitcher is twice as fast as any other existing device, capable of stitching 18,000 six-stitch containers per 10-hour day, with the stitch top and bottom. The machine runs at 400 r. p. m. One of the many new features of this machine is that the clinching device is supported from the head of the machine, thus providing ample clearance for the passage of the container. The table is rigidly attached to the arm and can be quickly adjusted, in or out. Also, it can be readily removed, permitting the machine to be used for other work.

The manufacturer states special attention has been given to the design of the guides which facilitates the entrance of the flaps and greatly increases the machine output per day. Another feature is the gage, which is of sturdy design and quickly adjustable for sizes within the range of the machine.

General Purpose Scale

A general purpose scale for high speed production and capable of eight modifications to meet particular requirements is announced



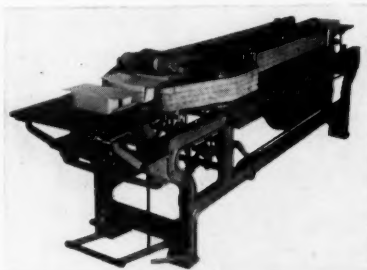
Countersunk general purpose scale

by the Exact Weight Scale Co., Columbus, Ohio. The new countersunk model No. 567, shown in the accompanying illustration, is provided

with a back-set, front-reading, vertical tower and incorporates the following specifications: Dimensions of counter opening, $18\frac{7}{8}$ in. x $6\frac{7}{8}$ in.; depth of scale underhousing, $3\frac{3}{4}$ in.; platter height with scale installed, 4 in.; equipped with weight rack between platters; scale overall dimensions: length, 22 in.; width, 12 in.; height, $21\frac{1}{2}$ in. Round $8\frac{1}{2}$ -in. weight platter; square 10 in. x 10 in. merchandise platter. Capacity, $\frac{1}{4}$ oz. to 7 lb., to 12 lb. and to 22 lb. Other features are the low weighing platform, the convenient weight rack, and easy reading of the two-color dial.

Single-Purpose vs. Adjustable Packaging Machines

COMMENTING on the article, "Single-Purpose vs. Adjustable Package Machines," which appeared in the May, 1928, issue, A. Lindner,



Adjustable cartoning machine

president of the A. Lindner Manufacturing Co., Middletown, Ohio, writes as follows:

"There are, of course, single-purpose machines which to my mind can never be replaced with an adjustable machine, but there are others which can and will be before long replaced by adjustable type machines. When I say adjustable, I do not mean hours or days as stated in the article, but seconds and minutes. A machine requiring hours or days to reset from one size to another can hardly be termed adjustable; it is more a machine which can be reset to other sizes.

"We have designed, built and operated in a production test, a machine, as shown in the accompanying illustration, which can be adjusted from one size to another in a matter of seconds—minutes at the most; in

fact, the machine can be adjusted from one size to another without stopping. This machine will double-end seal cartons from $\frac{1}{2}$ in. in height to $5\frac{1}{2}$ in., from $3\frac{1}{2}$ in. in width to $10\frac{1}{2}$ in., and from 3 in. to 15 in. in length.

"The adjusting to a different size is done by means of two movements only. The up-and-down adjustment is accomplished by means of small handwheel in front, the side adjustment being made by a crank on the right side of the machine. The machine is also provided with four speeds, giving it a range suitable for all kinds of cartons and conditions."

A New Wirebound Crate

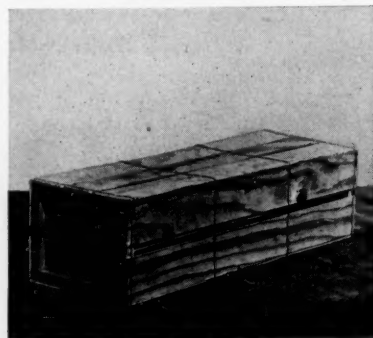
TO meat packers and others who are distributing similar products an announcement made by the 4-One Box Machine Makers, Rockaway, N. J., relating to a standard specification that has been formulated to cover a new wirebound crate, will be of interest. This crate weighs 4 lb. 5 oz. and will carry from 50 to 65 lb. of pork loins.

This package, which will be available through wooden box makers producing 4-One wirebound boxes, was recently tested by the Don. L. Quinn Laboratories, Chicago.

Reports of tests show the following:

	Falls to Failure	Weight of Box
4-One crate	20	4 lb. 5 oz.
Dozier crate	16	8 lb. 3 oz.
Nailed box	15	10 lb. 8 oz.

The combination of low weight and high strength is made possible largely by positioning the staples in a 4-One wirebound box where they will do the most good, the latest development in boxes of this type.



New wirebound crate



Good Products deserve Good Cartons

A good product deserves a good carton—a good display container. One of the most important considerations in the manufacture of your package is the Box Board.

Leading manufacturers make it a point to specify *American Clay Coated Box Board* for their packages. They know that *American Box Board* has:

- A hard, smooth, even printing surface.
- Uniformity of basic color.
- Brilliancy of printed colors.
- Unbroken folds and toughness.

To select and specify American Clay Coated Box Board is to make a good start toward a quality carton or display container.

American Coating Mills Elkhart, Indiana

Eastern Sales Office
501 Fifth Avenue, New York City

Chicago Sales Office
2033 Builders Bldg.

**Display containers courtesy
Einson-Freeman Co.*



The standard specification, known as PL 528 is as follows:

Slats—0.125 in. thin boards.

Ends—Solid 0.125 in. thin boards.

Cleats— $\frac{13}{16}$ in. x $\frac{7}{8}$ in.

Staples—Over outside wire, $1\frac{1}{8}$ in. x 16° .

Over intermediate wire, $\frac{7}{16}$ in. x 18° .

Binding Wire—4 No. 16° evenly spaced.

Ends fastened with $4\frac{13}{16}$ in. x 16° staples on each side.

Package for Tissue Wrappings

THE Japan Paper Co.'s Square Brand tissue wrapping container is a new featuring of their high grade imported tissue wrappings designed to facilitate the sale and handling of these fancy tissues.

The attractive and distinctive gray and white color effect and the square form of the container provide exceptional display value, and afford a most convenient and appealing selling unit. Each container has two small openings revealing the design

and color combination of the paper enclosed so that the choice of patterns can be made without recourse to samples. The container bears an imprint descriptive of the contents for identification and as a reference when reordering.

For quantity purchases, twelve of the containers are put up in a large carton.

The convenience of this container for facilitating sales, its ease of carriage, and the protection it affords to the contents are advantages which have won for it an immediate acceptance by both dealers and ultimate consumers. Containers are made by Robertson Box Co., Montville, Connecticut.



Container for displaying tissue wrapping

Circular Wrapping Machines

A new machine for wrapping circulars around 3-in-One Handy Oil cans is being installed at the Rahway, N. J., plant of that company by E. D. Anderson, Inc., 11 Park Place, New York, N. Y.

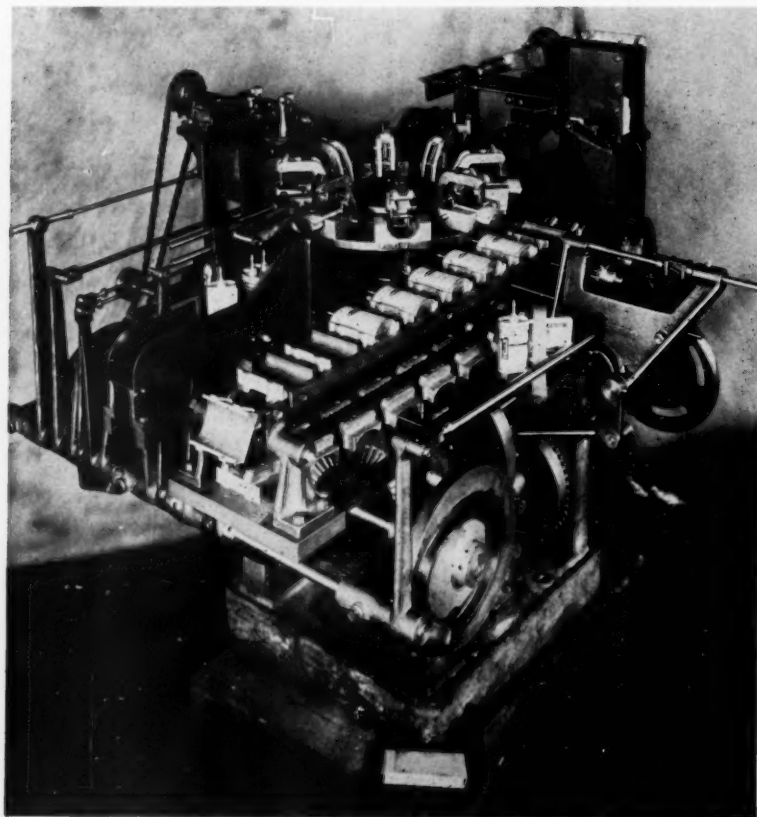
This machine, which is shown in an accompanying illustration, takes cans that are fed by an operator, places a circular which is taken from a magazine and folded to the correct size on the side of the can and attaches it thereto with a paper band that is taken from a roll, and cut and sealed with glue.

The capacity of this machine is fifty cans a minute, requiring but one operator. To do this work by manual methods requires about eight operators to produce approximately the same number of finished cans per day as one machine. The machine occupies a floor space of approximately three feet square.

Boxes and Coverings on Dress Parade

A flashing display of modern boxes and box coverings has been arranged in the Library of Printed Specimens, of Bradner Smith & Co., 333 South Desplains St., Chicago. This organization which has long dealt in the standard lines of box coverings has recently added to its stocks the Phantasm papers, manufactured by A. S. Datz & Son, Philadelphia.

Phantasm papers, since their introduction at the recent National Paper

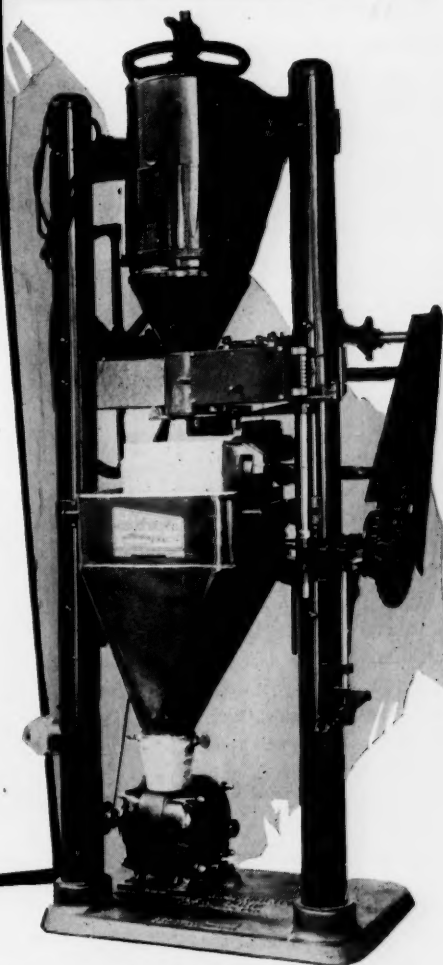
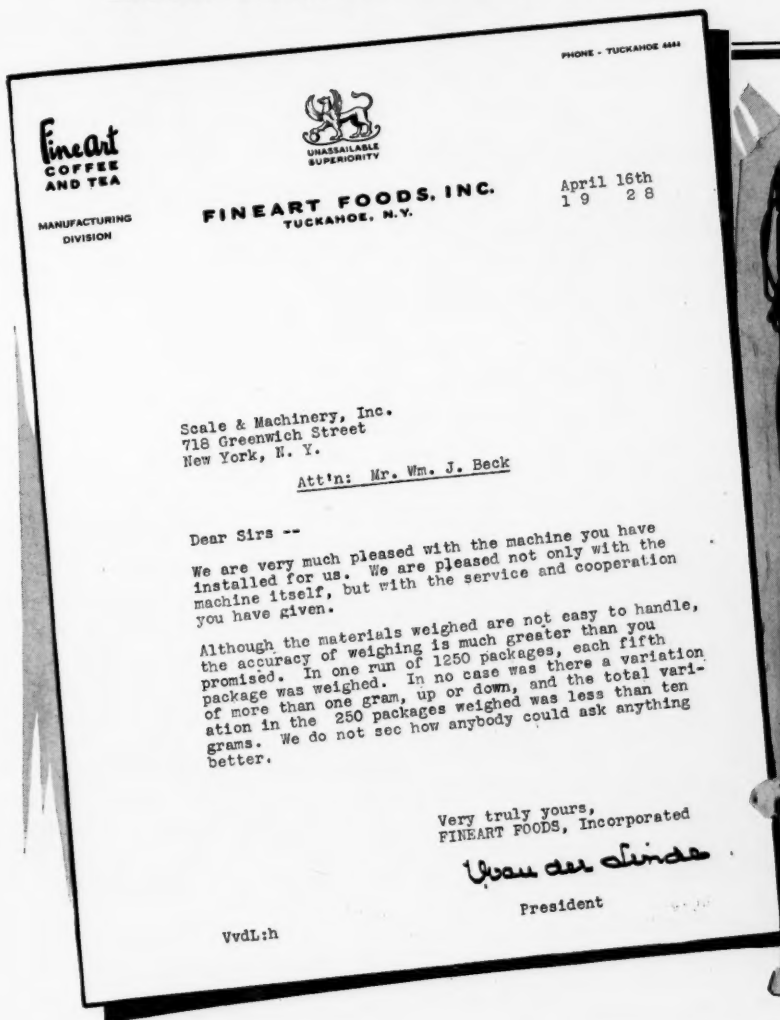


Machine for wrapping circulars around oil cans

THE MACHINE THAT WEIGHS

Fineart TEA & COFFEE

Both Soluble Products of a Sticky Nature

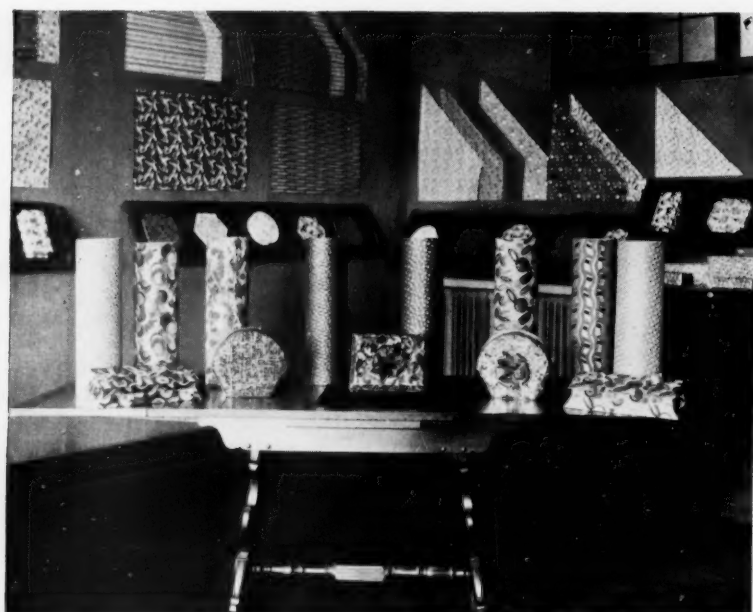


Model NP Samweigher

Ben Franklin said, "Promises may get thee friends but non-performance will turn them into enemies." We say, "Not if the performance is better than the promise." We will gladly make you a promise—and keep it, too.

SCALE & MACHINERY, Inc.

718 Greenwich St. New York



On a background of black velvet is a candy box covered with a Pall Mall box covering in deep burgundy and silver tones. Grouped about it are other boxes in gay circle and flower patterns, covered with Pall Mall papers. (Photograph Library of Printed Specimens, Bradner Smith & Co., Chicago.)

Box Manufacturers' convention, have attracted considerable attention on account of their unusual designs and their brilliant colorings. These colorings, which have been done with an oil paint, are fadeless and are not affected by moisture. The designs themselves have unusual flower and plant motifs and are applicable to different stocks. Produced in their numerous color combinations they make a wide selection available. Exclusive designs may also be selected from original sketches and papers made up to individual requirements.

In addition to the Phantasm papers, the Pall Mall coverings and boxes are being shown in the exhibit, as well as the special coverings of the Bradner Smith & Co. line.

On dress parade are a variety of gift boxes in all sizes and shapes, blue and gold hat boxes, utility boxes in dainty pastel tints and flower petal patterns, hosiery boxes in gold and black patterns, jewelry cases and candy and handkerchief boxes.

Candy Distribution in the United States

UNDER the above title and known as "Domestic Commerce Series No. 23," the Bureau of

Foreign and Domestic Commerce, Department of Commerce, Washington, has issued the results of a survey made to obtain distribution facts and other pertinent data relative to the confectionery industry during the years 1925 and 1926. The survey was directed by Rupert L. Purdon, chief of the sugar and confectionery section of the bureau in cooperation with the National Confectioners Association.

It is stated that the usable replies from the questionnaires sent out came from manufacturers who are responsible for 83 per cent of the total candy sales in the United States. Several of the figures, as they apply to packaged confectionery, are of interest.

For 1926, 553 firms manufacturing package goods reported sales of 193,184,649 lb. having a sales value of \$90,147,852 or an average of \$0.467 per lb. In pounds this production or sale represented 13.34 per cent of the total sales of various types of candy and an increase of 14.59 per cent over 1925. In total value, package goods for 1926 represented 25.39 per cent and an increase of 9.41 per cent over 1925.

Similar figures for candy bars are as follows: Firms reporting, 548;

pounds sold, 407,681,620; sales value, \$100,896,479; average price, \$0.247 per lb.; percentage of total pounds (1926), 28.15 per cent; increase over 1925, 15.82 per cent; percentage of total value, 28.41 per cent; increase (over 1925), 12.65 per cent.

For 5-cent and 10-cent packages other than bars: Firms reporting, 182; pounds sold, 56,897,327; sales value, \$12,866,346; average price, \$0.226 per lb.; percentage of total pounds (1926), 3.93 per cent; increase over 1925, 0.09 per cent; percentage of total value, 3.62 per cent; decrease from 1925, 3.05 per cent.

Trade Catalogs

Labels: Fenton Label Co., Inc., 506 Race St., Philadelphia, Pa., has issued a broadside folder illustrating several types of labels made by the company. Instructions for ordering these, together with other instructions and samples, are included.

Packaging Machinery: J. L. Ferguson Co., Joliet, Ill., has just issued a 32-page book giving descriptions and illustrations of equipment manufactured by the company for use in packaging work. Equipment listed includes the following: Carton sealing machines, automatic scales and fillers, carton forming machines, automatic case packers, container sealing machines, packing and wrapping tables, tube machinery, special machinery and dies. The various illustrations shown include installations in nationally known plants. Among the outstanding features claimed for this line of equipment are the following: Construction of ample weight, strength and quality, with practically no reciprocating motion; designed for minimum number of parts and elimination of complicated mechanism; easily and rapidly adjusted to handle various size packages within reasonable range and without services of skilled mechanics; less than two hundred square feet of floor space required for a complete unit consisting of carton sealing and weighing machine, automatic cases and automatic container sealer; capacity up to sixty or more packages per minute with a carton sealing and weighing machine.

THERE'S A FOIL PACKAGE FOR YOUR PRODUCT

Whatever your product is, there's a U. S. FOIL
Package to preserve it, advertise it, sell it.

We manufacture all grades of foil—aluminum, tin, composition, lead, and zinc. Colored and silver. Embossed, plain, and printed. With or without different kinds of backing, such as waxed paper, bond, glassine, or grease-proof. In sheets or spools for automatic wrapping machines.

Metal-surfaced or metal-

lined cartons and containers are an exclusive line of ours.

For tight-wrapped packages, the Master Metal Tite-wrap provides metal-package protection at paper-package cost.

If you have a package problem, we can solve it . . . just put it up to us.



*A Mark
of Quality*

UNITED STATES FOIL COMPANY
LOUISVILLE BROOKLYN SAN FRANCISCO

Foil Wrapped, You Know It's Good and Fresh

Color Printing Headquarters

Colorful Packages

*designed for your individual
needs in a way that means
selling success.*

*Folding Boxes - Display Containers
Wrappers - Labels*

*Show Cards - Window Displays
Posters*

CONSULT
OUR TRADE MARK
BUREAU

No new brand should be adopted
without careful investigation.

We operate a Trade Mark Bureau
for the Benefit of our customers.
It contains records of over
856,000 brand names including
all registered brands.

This service is free.

The United States Printing & Lithograph Co.

110 BEECH ST. - - CINCINNATI, OHIO

STOP OVER WEIGHT

ounces become pounds, pounds become tons. Overweight losses quickly become a

very serious drain on ANY business. Why not stop these continuous losses now with

"EXACT WEIGHT" SCALES? These precision instruments weigh anywhere. They never

require leveling . . . And they enable even your unskilled help to take precision

readings with speed and accuracy in fractional ounces. By making overweight losses **VISIBLE**

"EXACT WEIGHT" SCALES safeguard profits and get the last possible package from bulk weight.

If you are now depending upon ordinary scales in your packing departments, it will pay you to

invest in the facts. Write for our list of well-known food packers in the United States who

have found **"EXACT WEIGHT" SCALES** to be of indispensable service in their plants.

Write to **THE EXACT WEIGHT SCALE CO.**
(Formerly the Smith Scale Co.)
1307 W. Spring St. Columbus, Ohio



"EXACT WEIGHT" SCALES weigh from 1/100 oz. to 1000 lbs. There are many models to choose from.



Redington machines are backed by over 30 years of specialized experience in the design and construction of cartoning, packaging, wrapping and labeling machinery. The advantages of standard, proven features of design are combined with special details of operation to meet any individual requirements, resulting in superior quality packaging, high speed production, and unequaled economy.

The Redington engineering staff is available for consultation on any matters of individual requirements in packaging and cartoning machinery. Send for bulletins describing the exclusive Redington features.

F. B. Redington Co.

Established 1897

*Cartoning—Packaging—Wrapping—Labeling
Machines—Redington Counting Machines*
110-112 South Sangamon Street
CHICAGO, U. S. A.

GLUES

DRY OR LIQUID

DRY OR LIQUID

PASTES

LABELING

SEALING

WRAPPING

WESTERN PASTE & GUM CO.

Manufacturers of

DEXTRINES and ADHESIVES

CHICAGO
2710 South Throop St.

JERSEY CITY
402 Claremont Ave.

Pat. Applied for



By courtesy of American Cigar Co.

AN ELEVATING DISPLAY CARTON

recently developed by

The
RICHARDSON
COMPANY

The following distinctive features account for its popularity:

1. Ease of assembly for packing—made in one piece.
2. Simplicity of elevation for display by merchant.
3. The display lid is held in a firm, upright position, will not flop or sag.
4. Economical construction.
5. Adaptable to almost any size or product.

*Samples Gladly Furnished
in Your Size*

THE RICHARDSON COMPANY

Lockland, Cincinnati, O.

MAKERS OF FOLDING CARTONS



Bottom Sealer in Operation

Very rigid and simple in construction, nothing mechanical to get out of order, any boy or girl can operate.

These machines can be built in combinations with one or more bottom sealing units, and with one or more top sealing units as desired.

[WRITE FOR PRICES,
TERMS, ETC., TODAY]

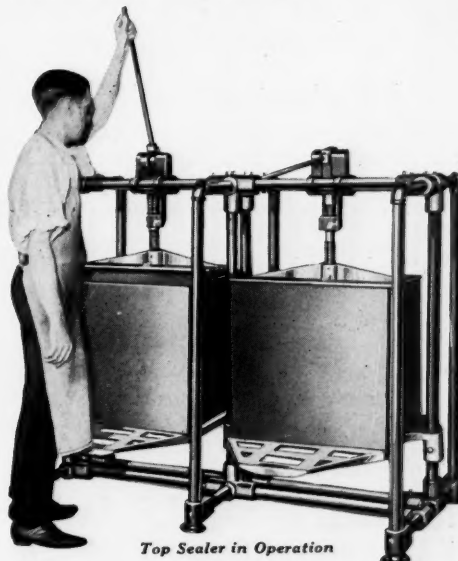
THE HARMON SEALER

628-30 Jackson Blvd.

Chicago, Ill.

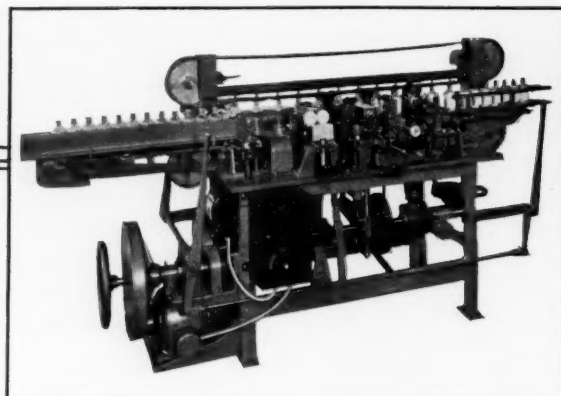
NOW! THE HARMON SEALER

Particularly designed for the users of corrugated and fibre shipping containers, with a capacity up to 1500 containers per day.



Top Sealer in Operation

McDonald Scores Again!



None other
for this
purpose

Speed and
accuracy
unequaled

The McDONALD "SPOTTER"

This automatic labeler feels the raised lettering, locates the SPOT and tightly sticks the label on it.

Let us tell you more about it and our other labelers

McDONALD ENGINEERING CORPORATION

220 Varet Street, Brooklyn, N. Y. London: Windsor House, Victoria St., S.W. I.

WEIGHS and PRINTS

the weight for record—**AUTOMATICALLY**

This device, the "Weightoprint," will give you automatically a *printed* record of the weight of any part or container as it passes over the scale on a conveyor. It prints the weight on tape, stickers, boxes, labels, tickets—in single or duplicate.

Eliminates Possibility of Errors

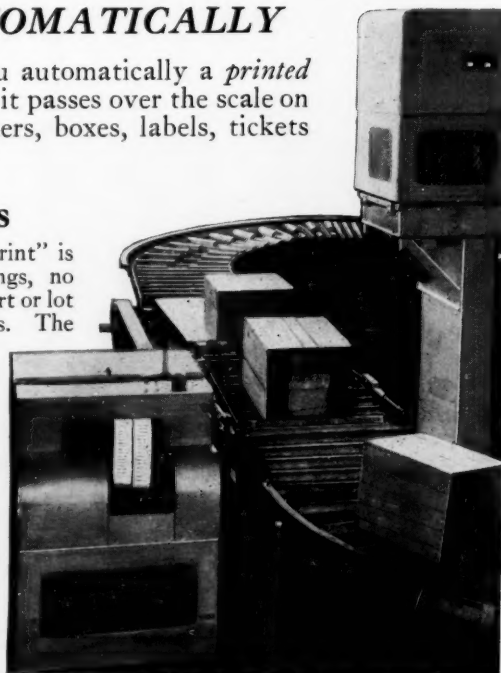
All possibility of errors is eliminated, for the "Weightoprint" is automatic. There is no guesswork, no careless readings, no forgetting. You get your report of the weight of each part or lot in individual weights with sub-totals, and grand totals. The record is indisputable.

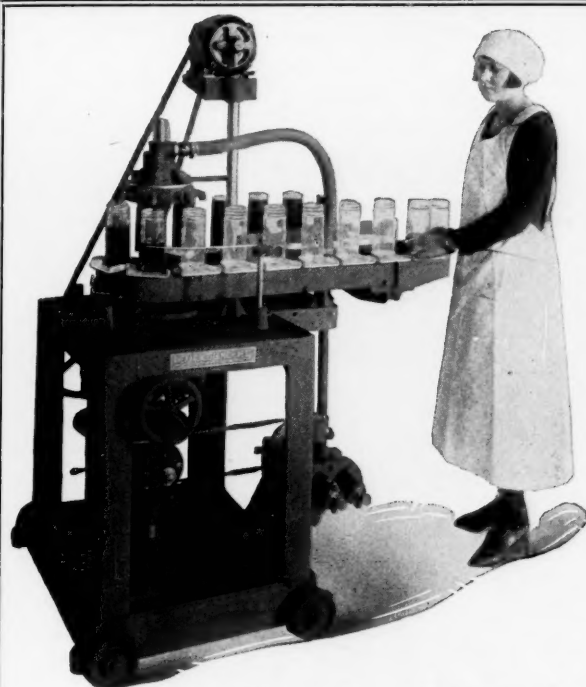
The "Weightoprint" comes in capacities of from three grains to one hundred tons. Can be installed on any conveying system.

Send for Details

Write us today for particulars of this weighing device. See what a remarkable time-saver it is. Stop your weighing losses. Eliminate errors. The "Weightoprint" will do it. Get complete information now. No obligations.

MERRICK SCALE MFG. CO.
182 Autumn St. Passaic, New Jersey





FOR PACKAGING

*Jelly—Mustard—Honey
Paint—Varnish
Cold Cream—Salve—Etc.*

THE VISCO FILLING MACHINE

With speed and unfailing precision, it measures the product into the containers and avoids all mess or waste.

It is dependable for continuous operation day in and day out—a steady, uniform producer.

Machines in use ten years with a negligible upkeep cost—still giving the same service as the day they were installed, tell their own story of fine and lasting construction.

Our catalog gives full details.

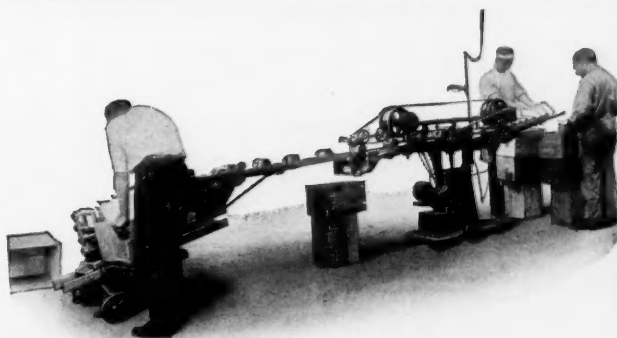
Ask about our smaller machines, too.

The Karl Kiefer Machine Co.
Cincinnati, O.

London Office: C. S. duMont, Windsor House, Victoria St.

SPEEDING UP THE LABELING ROOM

HAS BEEN THE RESULT
IN HUNDREDS OF PLANTS
BECAUSE OF USING



THE BURT LABELING MACHINE

Neater and tighter labeling and much more of it than can be done by hand.

Where a machine is now used, its replacement with the latest model BURT merits consideration because of the many refinements on the latter.

The BURT has been standardized by CAMPBELL, HEINZ, BORDEN, VAN CAMP and scores of prominent concerns.

Tell us size of cans used and present labeling facilities when recommendations will be made without obligation.

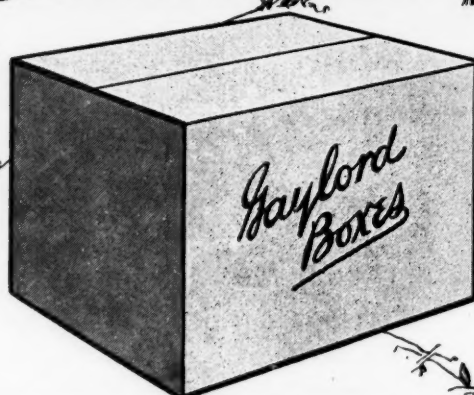
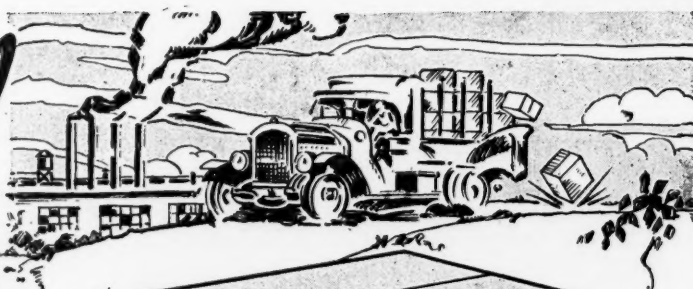
BURT MACHINE COMPANY

New York Office
225 Broadway

Main Office and Plant
BALTIMORE, MD.

Chicago Office
564 W. Randolph St.

Demand!
Containers
that are
STRONG
and
RUGGED



ROBERT GAYLORD, INC.
 GENERAL OFFICES SAINT LOUIS

For Labels and Seals of Distinction

CONSULT US
Lamborn Label & Wrapper Co.
 2134 Portage St., Kalamazoo, Mich.

Sealing and Labeling
GLUES
for
all types of
machine and hand work

Prices and Samples gladly furnished

THE F. G. FINDLEY CO.
Adhesive Manufacturers
 MILWAUKEE WISCONSIN



FIBRE CANS of Every Description

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

Ask for samples and prices

R. C. CAN CO.

121 CHAMBERS ST. ST. LOUIS, MO.

TIN FOIL

FOR BEAUTY and UTILITY



Cheese
Butter
Ice Cream
Tea
Chewing Gum
Candy
Cigars
Cigarettes
Beverages
Friction Tape

Midland Metal Co.

1249-1289 SO. CAMPBELL AVE.

CHICAGO, ILL.

FEDERAL

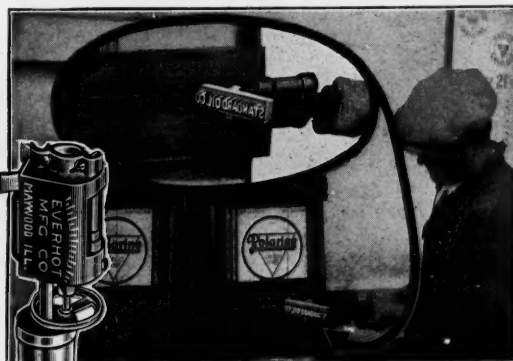
PHOTO-ENGRAVING CORP.

310 EAST 23RD ST.
NEW YORK CITY

EXACT REPRODUCTION

is the most essential factor in the process through which the artist's creation becomes a printing plate.

This consummate skill is offered to box manufacturers seeking the superior craftsmanship and experience in this especial field.



Thousands of Dollars Worth of Advertising FREE

Many manufacturers are securing thousands of dollars' worth of publicity free every year by using EVERHOT Branding Outfits.

You can profit through this method, too, by branding your name, your product on every shipping base and carton.

EVERHOT outfits cost little and work fast.

Write for full information

EVERHOT
America's Brand Makers
EVERHOT
MANUFACTURING CO. MAYWOOD, ILLINOIS

621 S. TENTH AVE.

**THE
RANDOLPH
BOX and LABEL CO.
CHICAGO**

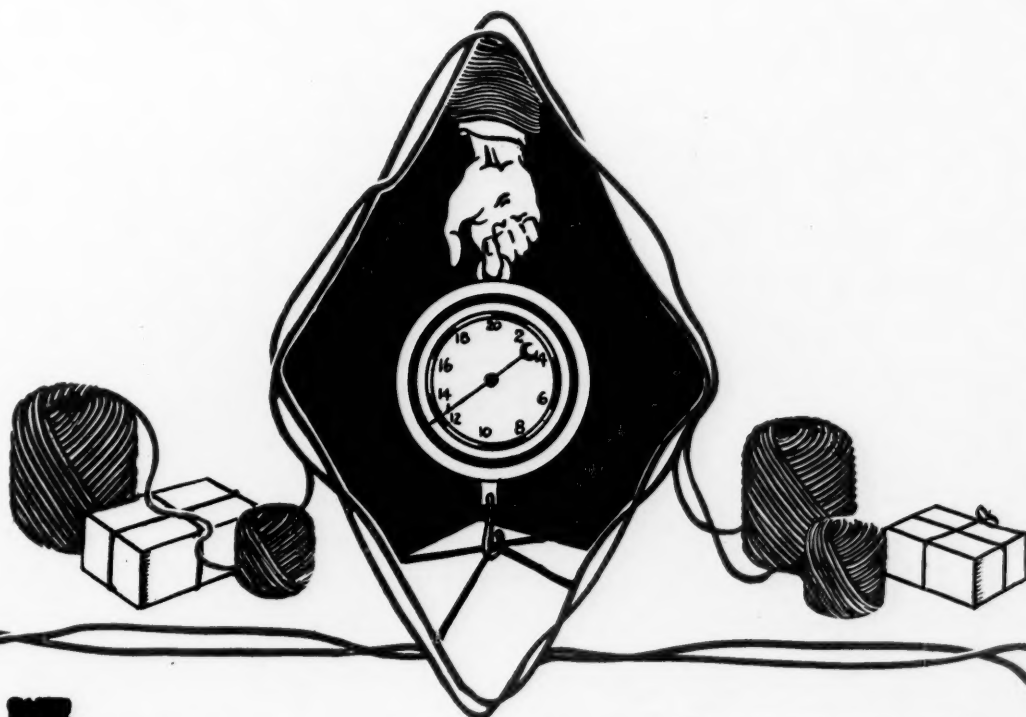


Manufacturers of
**FOLDING BOXES
DISPLAY CONTAINERS
LABELS and WRAPPERS**

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HAVE YOU TRIED THIS?



WHEN you buy twine make sure you are buying *Strength* and *Protection*.

Check up on your present twine with the friction and knot test.

American Twines are the standard for standardized shipping departments.

American Twines are received by you with unvarying quality making your bulk buying devoid of gambles.

Long fibres are the basis of twine strength—American twines are all long fibres because we import all our own raw material and convert it in our own plants.

Tell us what you bundle and we will specify the correct twine for your use

American Manufacturing Company
Noble and West Streets Brooklyn, N. Y.

Western Branch
St. Louis Cordage Mills, St. Louis, Mo.

Warehouse Stocks
Chicago Philadelphia Baltimore
Boston St. Louis Galveston
New Orleans

For Stock on West Coast—Zellerbach Paper Co.

Tell your story with— BOOKLETS *and* FOLDERS

Window Display Advertising does its best work when accompanied by a booklet or a folder that may be distributed inside the store.

Magazine Advertising completes its mission when an inquiry brings a booklet or folder to the prospective buyer.

Therefore, a satisfactory tie-up is possible with booklets or folders. It is well that they be reproduced in full color.

Our trained representatives understand the creation of this material. Why not get our suggestions? They carry no obligation.



COLOR IN  ADVERTISING
REG. U. S. PAT. OFF.

The Munro & Harford Company
OFFSET LITHOGRAPHY AND COLOR PRINTING
MASTER PRINTERS BUILDING
TENTH AVENUE AT 34th ST.
NEW YORK

Members of the Window Display Advertising Association

